

AMERICAN GAS ASSOCIATION MONTHLY

September 1927

Volume IX

Number 9

Boston Has Largest House Heating Job

By A. A. HIGGINS

A. G. A. 1927 Convention Program

All Roads Lead to Chicago, October 10-14

The Future of the Gas Business

By DR. ALEXANDER C. HUMPHREYS

Installing Better Forms of Rates for Gas

By C. S. REED

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..... 1927

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of the Eighth Annual Convention
of the American Gas Association

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AMERICAN GAS ASSOCIATION MONTHLY
420 LEXINGTON AVENUE, NEW YORK, N. Y.

HOWARD F. WEEKS, Editor

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VOLUME IX

SEPTEMBER, 1927

NUMBER 9

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**The Most Important
Convention Ever Held**

Will YOU Be There?

**Ninth Annual Convention
of the
American Gas Association**

**Chicago, Ill.
Stevens Hotel
October 10-14**

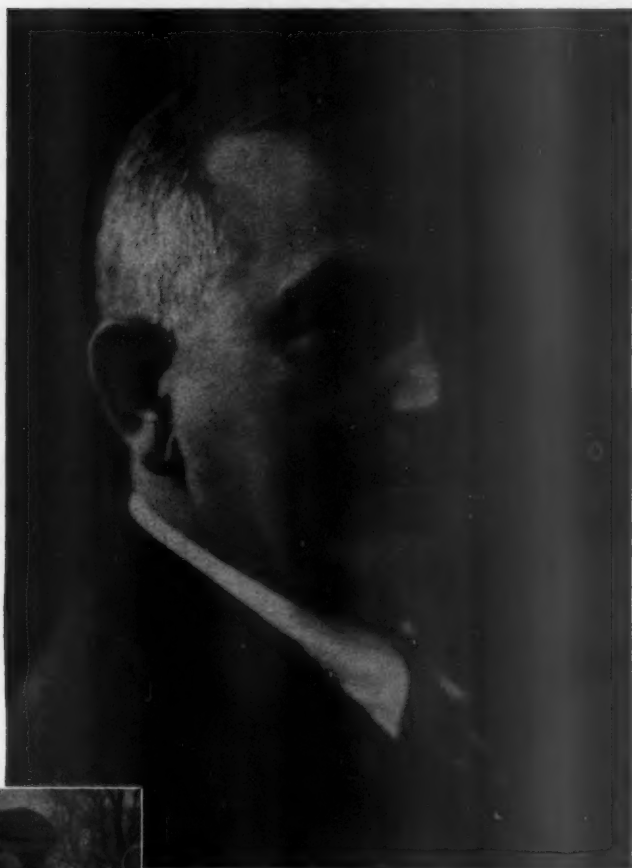
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\$3.00 PER YEAR

For statements and opinions contained in papers and discussions appearing herein, the Association does not hold itself responsible.

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February 10th, 1922, under the Act of March 3, 1879.

Our Own Who's Who



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XXVIII

J. S. DeHart, Jr.



BORN in Jersey City, 1869; educated in public schools and Stevens Institute of Technology. Graduated from that Institute in 1890, and entered the employ of the Isbell-Porter Company as draftsman in the Spring of 1891. Has held position as draftsman, engineer of construction, chief engineer, and President of the company since January 1, 1904.

Interested in municipal affairs at Maplewood, and has occupied the position as Chairman of the Township Committee for six years, President of the Maplewood Country Club, member of the Society of Gas Lighting, director of American Gas Association and a member of the A. G. A. Testing Laboratory Managing Committee.

AMERICAN GAS ASSOCIATION MONTHLY

Vol. IX

SEPTEMBER, 1927

No. 9

All Roads Lead to Chicago, October 10-14

Entire Industry to Meet for First Convention of United
Industry and Ninth of A. G. A.

PLANs for the Ninth Annual Convention and Exhibition of the American Gas Association to be held at the Stevens, Chicago, October 10 to 14, have reached the point where the industry can be assured that some new records are going to be hung up.

From the standpoint of interest, the exhibition is going to be one of the strongest drawing cards in years. Chicago is "out where the West begins," so they say, and no gas man has ever languished for entertainment in the big city by the lake. Furthermore, some elaborate plans are being made for the entertainment of the ladies. The Chicago convention this year is not going to be a dull affair.

Programs for the business sessions promise some of the most interesting discussions in years. Speakers have been



Will YOU be there?

chosen not alone for their knowledge of the subject to be presented, but for their ability to put over their message in the right way. Every subject of prime importance to the industry in these eventful days will be covered in the program.

The Stevens is the largest hotel in the world and the gas men will be among the first national groups to take it over bodily for their meeting. From the standpoint of convenience, the Chicago meeting

affords superior facilities for the comfort of everyone.

The advance program of general and sectional meetings of the Convention that is given in this issue has been prepared for the MONTHLY. This program is published as a matter of information to our readers and is to be regarded as only

ATTENTION—INNOVATIONS

THIS year several innovations are offered at the A. G. A. Convention, Hotel Stevens, Chicago, Illinois, October 10 to 14. They are described at length in this issue of the MONTHLY. Be sure to read about them—nobody will want to miss them.

For the first time the following are offered:

Inspection trips of outstanding industrial gas installations
Women's Meeting
Natural Gas Meeting

tentative. Final programs will be distributed during registration at Chicago.

NATURAL GAS MEETING

For the first time in the history of A. G. A. conventions there will be a special executive conference of the Natural Gas Department. Due announcement of the place will be made in the future.

ENTERTAINMENT

While the members of the Association are primarily concerned with the program of the business sessions and the exhibition, announcement of the entertainment program carries the assurance that those hours not devoted to the business of the industry will be attractive and pleasant. The Entertainment Committee, under the direction of W. J. Clark and W. A. Sauer, co-chairmen, has planned festivities of appeal to all.

All of the entertainment features have not as yet been divulged, but further announcements will be made in the near future. The practice of other years, in not selling tickets, etc., will be followed again. The registration fee will cover all expenses, and admission to all functions, entertainment or otherwise, will be by *convention badge only*. (The registration fee for members will be \$2—and for non-members, \$3.)

The principal entertainment features are as follows:

Tuesday afternoon, Oct. 11—Sightseeing trip and tea for the ladies. Large and luxurious buses will be used for the sightseeing trip. After the tour of the city the buses will take the ladies to the Edgewater Beach Hotel where tea will be served in the Marine Dining Room.

Tuesday evening, Oct. 11—President's reception, followed by dance. The reception will be in the main dining room, Hotel Stevens, and the dancing will be in the main dining room and in North, South, and West ballrooms.

Wednesday afternoon, Oct. 12—A luncheon will be held for the ladies at one o'clock at the Hotel Drake. This will be followed by cards in the French Room and Foyer. Buses will take the ladies to and from the Stevens to the Drake.

Wednesday evening, Oct. 12—Dancing in the main dining room, starting at 9:30.

Thursday evening, Oct. 13—Dancing in the main dining room of the Stevens, starting at 9:30. This will be followed by a buffet supper at 11:30.

Golfing—Arrangements will be made for golfing privileges for members of the Association and their guests at one or more of the famous courses in Chicago. Announcement will be made later.

Music—A world-renowned orchestra has been hired to furnish music for the dances.



What the top of the Stevens, convention headquarters, looks like



At the left is the ballroom and at the right is the main dining room

WOMEN'S MEETING

Prominent among the innovations this year is the special meeting for the women of the industry. Last year an informal gathering was held at the suggestion of the chairman of the Commercial Section, and so much interest was aroused that provision has been made for a formal meeting this year.

All women in the industry are asked to mark their calendar pads with the date Thursday Morning, October 13. Miss Julianne Doane, dean of women, The Peoples Gas Light and Coke Company, will preside, and an interesting array of prominent speakers has been arranged.

Further and more detailed announcements will be made shortly.

INDUSTRIAL GAS INSPECTION TRIPS

A feature of the convention, especially for those interested in the utilization of gas in industry, will be the inspection trips that have been planned. The program of the trips has been carefully arranged by D. W. Chapman, manager, industrial sales, The Peoples Gas Light and Coke Co.

Because of the necessity of preventing undue conflict with the convention program, the scope of the trips may appear limited. However, informal trips to other plants will be arranged for those who want to make them, if they will immedi-

ately inform Mr. Chapman of their desires.

The program has been prepared after a careful study of the answers to the questionnaires sent out. While it obviously does not concur with the wishes of a number of persons, it coincides as nearly as possible to the plans of the majority and avoids conflict, to the greatest possible extent, with the program of the convention.

In order to cover the inspections specified, it will be necessary to leave the starting point at a comparatively early hour and to know well in advance how many visitors to provide for.

Accommodations can only be provided for those who make reservations well in advance as it will become necessary to cancel some of the trips if a sufficient number of persons are unable to go at the specified time.

Because of the small number of persons who indicated a desire to visit certain of the installations on the list, it was found necessary to abandon organized trips to these plants, but an effort will be made to provide an opportunity for individual inspections, if visitors call at the Industrial Department during the time the convention is in progress and indicate the places to which they wish to go.

The schedule is as follows:

(Inspection trips will start from the Peoples Gas Building, 122 So. Michigan



The beauty of the hotel will not go unnoticed

Avenue, at the time specified, which in all cases is Central Standard Time.

Monday, October 10—8:30 a.m.

Via auto to the Deering Works, of the International Harvester Company, to inspect the following installations: Brass melting (non-crucible), forging (rod end forges), core baking (truck type oven), hardening (continuous), tempering (heat-rite recirculating).

Via auto to the plant of Pettibone Muliken Company to inspect core baking and annealing installations.

12:30 p.m.—Luncheon.

1:30 p.m.—Via auto to the McCormick Works, of the International Harvester Company to inspect the following: Carbonizing (oven type), forging (rod end forge), heat treating (continuous and oven).

Wednesday, October 12—8:30 a.m.

Via auto to the plant of the Kedzie Foundry to inspect mould drying installation; then to the Liquid Carbonic Com-

pany to see crucible type brass melting furnaces.

Friday, October 14—8:30 a.m.

Via auto to the West Pullman plant of the International Harvester Company to inspect the following installations: Carbonizing (compensating), carbonizing (rotary), forging (rotary hearth), hardening (continuous), heat treating (rotary hearth), rivet heating (high pressure), tempering bearings (immersion drawing).

12:30 p.m.—Luncheon.

1:30 p.m.—Via auto to the plant of Crane Company to inspect the following installations: Core baking (continuous type), galvanizing (sur. combustion h.p.).

REDUCED RAILROAD FARES

In connection with the Ninth Annual Convention of the Association, arrangements have been made with the several Passenger Associations in the United States and Canada, excepting western lines of the Canadian Passenger Association (west of Armstrong, Fort William and Sault Ste. Marie, Ontario) to allow all members, including dependent mem-

(Continued on page 529)



Learn about gas at the convention



Chicago's famous skyline with the Stevens, convention headquarters, in the foreground

A. G. A. 1927 Convention Program

First General Session

TUESDAY MORNING, OCTOBER 11, 1927—10:00 O'CLOCK

- | | |
|---------------------|--|
| Opening Remarks | President, A. B. Macbeth.
Southern California Gas Company, Los Angeles, Calif. |
| Report | Treasurer, Clifford E. Paige,
The Brooklyn Union Gas Company, Brooklyn, N. Y. |
| Report | Managing Director, Alexander Forward. |
| President's Address | "The Industry's Program,"
President, A. B. Macbeth. |
| Report | Nominating Committee,
P. S. Young, Chairman. |
| Election | |
| Address | "The Economic Status of the Gas Industry,"
H. C. Abell, Vice-President, Electric Bond and Share Co., New York,
N. Y. |
| Address | "The Place of the Holding Company in Corporate Organization,"
Speaker to be Announced. |
| Executive Session | (Only Company Member Delegates Eligible to Attend.)
Election of Company Members.
Election of Directors.
Election of 1928 Nominating Committee.
Election of Committee on Resolutions.
Election of Active Individual Members. |

Second General Session

WEDNESDAY MORNING, OCTOBER 12—10:00 O'CLOCK

- | | |
|---------|---|
| Address | "Helping the Housewife Improve the Home,"
Dr. Lillian Gilbreth, Montclair, N. J. |
| Address | "Essentials of Prosperity,"
Speaker to Be Announced. |

Address	"The Success of State Regulation," Honorable J. F. Shaughnessy, President, National Ass'n of Railway and Utilities Commissioners, Carson City, Nevada.
Report	"The Laboratory—Today and Tomorrow," Ralph Gallagher, Chairman, Laboratory Managing Committee, East Ohio Gas Company, Cleveland, Ohio.
Address	"Executive Interest in and Responsibility for Sales," P. S. Arkwright, President, Georgia Railway and Power Co., Atlanta, Ga.

Third General Session

THURSDAY MORNING, OCTOBER 13—10:00 O'CLOCK

Address	"Are We Spending Enough to Make More?" Samuel Insull, President, The Peoples Gas Light and Coke Co., Chicago, Ill.
Address	"The Executive and the Industrial Load," Clifford E. Paige, Vice-president, The Brooklyn Union Gas Co., Brooklyn, N. Y.
Address	"Telling the World," (Speaker to be announced.)
Presentations	Award of McCarter Medals for Life Saving, Thomas N. McCarter, President, The Public Service Electric and Gas Company, Newark, N. J. Award of Beal Medal, T. R. Beal. Award of A. G. A. Meritorious Service Medal, A. B. Macbeth, President.
Reports	Presentation of General Committee Reports. Report of Committee on President's Address, Committee on Resolutions.
1928 Convention	Report of Time and Place Committee, W. J. Welsh, Chairman.
Closing Remarks	
Adjournment	

Accounting Section

TUESDAY AFTERNOON, OCTOBER 11—2:00 O'CLOCK

Opening Remarks	Chairman, A. L. Tossell, The Peoples Gas Light & Coke Co., Chicago, Illinois.
Report	Nominating Committee, DeWitt Clinton, Chairman, Worcester Gas Light Company, Worcester, Mass.
Election	
Report	Exhibit Committee, Sidney Curren, Chairman, The Public Service Electric & Gas Co., Newark, N. J.
Report	Advisory Committee on A. G. A. Statistics, W. A. Sauer, Chairman, The Peoples Gas Light & Coke Co., Chicago, Ill.
Report	Budget—The Promise and Performance, Edward Porter, Chairman, The United Gas Improvement Co., Philadelphia, Pa.
Address	"The Accountant and His Big Job in the Gas Industry."



An exceptional opportunity is offered for inspecting the gas-fired hotel kitchen equipment installed in the Stevens

- Report Committee on Relations with Customers,
J. M. Roberts, General Chairman,
The Peoples Gas Light & Coke Co.,
Chicago, Ill.
- Part I—Report on Supplying Gas Without Signed Applications,
R. S. Holden, Chairman,
Public Service Co. of Northern Illinois,
Chicago, Ill.
- Report Insurance Committee,
A. J. Metzel, Chairman,
The United Gas Improvement Company,
Philadelphia, Pa.
- Address Simplified System of Customers Accounting of The Peoples Gas Light &
Coke Company,
Paul H. Myers,
Business Research Corporation,
Chicago, Ill.
- WEDNESDAY AFTERNOON, OCTOBER 12—2:00 O'CLOCK
- Report Committee on Cost Accounting Practices, for Repairing, and Recording
Meters,
F. H. Patterson, Chairman,
Rochester Gas & Electric Corp.,
Rochester, N. Y.
- Report Committee on Relations with Customers—Part 2—Meter Reading Prac-
tices and Remuneration,
G. A. Burrows, Chairman,
Consolidated Gas Company of New York,
New York, N. Y.
- Report Committee on Customers Accounting and Development of Bookkeeping
Machines,
J. L. Conover, Chairman,
The Public Service Electric & Gas Co.,
Newark, N. J.
- Report Committee on Statistics and Cost Analysis,
G. E. McKana, Chairman,
The Peoples Gas Light & Coke Company,
Chicago, Ill.
- THURSDAY AFTERNOON, OCTOBER 13—2:00 O'CLOCK
- Report Committee on State Representatives,
Edward Porter, Chairman,
The United Gas Improvement Co.,
Philadelphia, Pa.

Report	Committee on Cost of Operating Motors and Mechanical Equipment, J. H. Smith, Chairman, The United Gas Improvement Co., Philadelphia, Pa.
Report	Committee on Uniform Classification of Accounts, W. J. Meyers, Chairman, United Electric Light & Power Co., New York, N. Y.
Address	"Fixed Capital Records," James H. Walker.
Report	Committee on Relations With Customers—Part 3—Customers Good Will, S. A. Hill, Chairman, The Peoples Gas Light & Coke Co., Chicago, Ill.
Address	"Review of Accounting Section Activities," J. W. Heins, Phila. Suburban-Counties Gas & Elect. Co., Philadelphia, Pa.

Commercial Section

TUESDAY AFTERNOON, OCTOBER 11—2:00 O'CLOCK

Opening Remarks	Chairman, J. J. Burns, Laclede Gas Light Co., St. Louis, Mo.
Report	Nominating Committee, R. J. Canniff, Chairman, Standard Gas Equipment Corp., Chicago, Ill.
Paper	"Are We Anywhere Near Saturation?" R. M. Searle, President, Rochester Gas and Electric Corp., Rochester, N. Y.
Paper	"What's Ahead in Domestic Cooking?" Geo. E. Whitwell, Chairman, Domestic Cooking Committee, Equitable Gas Company, Pittsburgh, Pa.
Paper	"What the A. G. A. Survey Shows the Commercial Man," T. H. Brown, Professor, Business Statistics, Harvard School of Business Administration, Cambridge, Mass.
Paper	"Large Volume Water Heating," H. J. Long, The Kompak Company, New Brunswick, N. J.
Paper	"Sales Possibilities in the Domestic Laundry," A. M. Evans, Chairman, Domestic Laundry Equipment Committee, Federal Electric Co., Chicago, Ill.
Paper	"1927 Developments in Gas Refrigeration," H. D. Valentine, Chairman, Refrigeration Committee, Central Hudson Gas and Electric Corp., Poughkeepsie, N. Y.

WEDNESDAY AFTERNOON, OCTOBER 12—2:00 O'CLOCK

Paper	"What Do Rates Mean to a Commercial Department?" T. F. Kennedy, Manager, New Business Department, Henry L. Doherty & Company, New York, N. Y.
Paper	"House Heating Developments during the Past Year," H. Leigh Whitelaw, Chairman, House Heating Committee, Vice-president, American Gas Products Corp., New York, N. Y.
Symposium	"The Influence of Salesmen's Compensation on Load Building," E. R. Acker, Central Hudson Gas and Electric Corp., Poughkeepsie, N. Y. J. H. Hartog, Portland Gas and Coke Company, Portland, Ore. Stanley Jenks, Public Service Co. of Northern Ind., Hammond, Ind. P. B. Wiske, Brooklyn Union Gas Co., Brooklyn, N. Y. John G. Learned, Public Service Co. of Northern Ill., Chicago, Ill.



Those with a flair for aviation will find the roof of the hotel interesting

- Paper "What You Go After, You Get!"
Mrs. Anna J. Peterson, Home Service Director, The Peoples Gas Light and Coke Company, Chicago, Ill.
- THURSDAY AFTERNOON, OCTOBER 13—2:00 O'CLOCK
- Paper "The Commercial Value of the Testing Laboratory,"
Alfred Hurlburt, Vice-president, Equitable Gas Company, Pittsburgh, Pa.
- Paper "The Blue Star Plan Today,"
R. J. Canniff, Chairman, Blue Star Committee, Standard Gas Equipment Corp., Chicago, Ill.
A. E. Higgins, Field Representative, Commercial Section, A. G. A.
- Paper "Advertising for Greater Sales,"
Lois Upshaw, Dallas Gas Company, Dallas, Texas.
- Symposium "Cooperative Merchandising,"
J. E. Davies, The Peoples Gas Light and Coke Co., Chicago, Ill.
G. M. Karshner, Consolidated Gas Company of New York, N. Y.
H. D. Valentine, Central Hudson Gas and Electric Corp., Poughkeepsie, N. Y.
F. F. Capen, Boston Consolidated Gas Company, Boston, Mass.
- Paper "Selling Incineration,"
W. R. Lacey, Chairman, Incineration Committee, Home Incinerator Company, Milwaukee, Wis.

Industrial Gas Section

TUESDAY AFTERNOON, OCTOBER 11—2:00 O'CLOCK

Manager's Day

- Address Chairman, H. O. Loebell,
Combustion Utilities Corp.,
New York, N. Y.
- Paper "Merchants Needed in the Gas Industry,"
Philip Cabot,
Harvard Business School,
Cambridge, Mass.

- Paper "What Can be Done to Accelerate the Industrial Gas Load?"
J. G. Learned,
Public Service Co. of Northern Illinois,
Chicago, Ill.
- Paper "Value of Survey to Management,"
G. I. Vincent,
Syracuse Lighting Co.,
Syracuse, N. Y.
- Report Survey Committee,
R. L. Manier, Chairman,
Syracuse Lighting Co.,
Syracuse, N. Y.
- Paper "Servicing Industrial Customers,"
A. M. Apmann,
Consolidated Gas Co. of New York,
New York, N. Y.
- Report Competitive Fuels Committee,
R. H. Staniford, Chairman,
The Brooklyn Union Gas Co.,
Brooklyn, N. Y.
- Report Education of Personnel Committee,
J. P. Leinroth, Chairman,
Public Service Electric & Gas Co.,
Newark, N. J.
- WEDNESDAY AFTERNOON, OCTOBER 12—2:00 O'CLOCK
- Report Nominating Committee,
H. H. Clark, Chairman,
United Public Service Co.,
Chicago, Ill.
- Report Policy Committee,
F. C. Mackey, Chairman,
Public Service Co. of Northern Illinois,
Chicago, Ill.
- Report Rate Committee,
E. L. Wilder, Chairman,
Rochester Gas & Electric Corp.,
Rochester, N. Y.
- Paper "Résumé of Outstanding Industrial Gas Installations Made During Year,"
H. A. Clark,
Detroit City Gas Co.,
Detroit, Mich.
- Report Sales Methods Committee,
K. Emmerling, Chairman,
The East Ohio Gas Co.,
Cleveland, Ohio.
- Report Advertising Committee,
J. F. Weedon, Chairman,
The Peoples Gas Light & Coke Co.,
Chicago, Ill.
- Paper "Contact with Furnace Manufacturers,"
N. T. Sellman,
Consolidated Gas Co. of New York,
New York, N. Y.
- Report Publicity Committee,
H. O. Andrew, Chairman,
Gas Age-Record,
New York, N. Y.
- Report Speakers' Bureau,
H. H. Smith, Chairman,
Boston Consolidated Gas Co.,
Boston, Mass.



The Municipal Pier, a landmark of Chicago

- THURSDAY AFTERNOON, OCTOBER 13—2:00 O'CLOCK
- Report Hotel and Restaurant Sales Promotion Committee,
W. DeFreitas, Chairman,
Consolidated Gas Co. of New York,
New York, N. Y.
- Report Display and Contact with National Industrial Organizations Committee,
D. W. Chapman, Chairman,
The Peoples Gas Light & Coke Co.,
Chicago, Ill.
- Report Research Committee.
- Report Research Committee,
W. D. Thompson, Chairman,
The Laclede Gas Light Co.,
St. Louis, Mo.
- Paper "Forging,"
W. M. Hepburn,
Surface Combustion Co.,
New York, N. Y.
- Paper "Gas Economics of Brass Melting,"
J. F. Quinn,
The Brooklyn Union Gas Co.,
Brooklyn, N. Y.
- Paper "Enameling,"
W. D. Thompson,
The Laclede Gas Light Co.,
St. Louis, Mo.
- Report Progress Committee,
H. A. Clark, Chairman,
Detroit City Gas Co.,
Detroit, Mich.
- Report Contact with Technical Bodies Committee,
H. H. Clark, Chairman,
United Public Service Co.,
Chicago, Ill.

Industrial Gas Sales Conference

MONDAY EVENING, OCTOBER 10—8:00 O'CLOCK

- "Surveys and How to Use Them,"
R. L. Manier, Syracuse Lighting Co., Syracuse, N. Y.
- "Methods of Establishing Budgets or Quotas for Industrial Gas Departments,"
C. C. Krausse, Consolidated Gas Electric Light & Power Company of
Baltimore, Baltimore, Md.
- "Salesmen's Reports,"
D. W. Chapman, The Peoples Gas Light & Coke Co., Chicago, Ill.

Manufacturers Section

MONDAY AFTERNOON, OCTOBER 10—2:00 O'CLOCK

- Opening Remarks Chairman, W. E. Steinwedell,
The Gas Machinery Co.,
Cleveland, Ohio.
- Report Nominating Committee,
W. E. Derwent, Chairman,
Geo. D. Roper Corp.,
Rockford, Ill.
- Election
- Paper "Laboratory Developments,"
R. M. Conner,
Director, A. G. A. Testing Laboratory,
Cleveland, Ohio.
- Reports Division Chairman,
Gas Manufacturing and Auxiliary Equipment,
F. G. Curfman,
The Improved Equipment Co.,
New York, N. Y.
- Distribution Equipment,
E. S. Dickey,
Maryland Meter Works,
Baltimore, Md.
- Utilization Appliances,
R. C. Hoffman, Jr.,
Standard Gas Equipment Corp.,
New York, N. Y.
- Mechanical Office Equipment,
A. S. Trew,
Burroughs Adding Machine Co.,
Detroit, Mich.
- New Business

Publicity and Advertising Section

WEDNESDAY AFTERNOON, OCTOBER 12—2:00 O'CLOCK

National Executive Conference

This conference will be open to executives of all branches of the public utility industry. Addresses will be made by the officers of the Joint Committee of National Utility Associations and by representative leaders of American business.

Technical Section

TUESDAY AFTERNOON, OCTOBER 11—2:00 O'CLOCK

- Opening Remarks Chairman, W. C. Beckjord,
American Light and Traction Co.,
New York, N. Y.
- Report Nominating Committee,
J. P. Haftenkamp, Chairman,
Rochester Gas and Electric Corp.,
Rochester, N. Y.
- Election
- Report Committee on Engineering and Economic Survey,
H. E. Bates, Chairman,
The Peoples Gas Light & Coke Co.,
Chicago, Ill.



- Report Subcommittee on Research in Mixed Gases,
F. C. Weber, Chairman,
The Brooklyn Union Gas Co.,
Brooklyn, N. Y.
- Paper "Tests on Effect of Thermal Content, Specific Gravity, etc., on the Utilization of Various Gases and Mixtures Thereof,"
G. B. Shawn,
A. G. A. Testing Laboratory,
Cleveland, Ohio.
- Report Subcommittee on Adjusting Present or Possible Future Production Methods to Plant Load Characteristics,
L. J. Willien, Chairman,
Byllesby Engineering & Management Corp.,
Chicago, Ill.
(*Contribution of Carbonization and Water Gas Committees.*)
- Report Subcommittee on Problem A—Adjusting a Given Distribution System to a 100 Per Cent Increase in Maximum Hour Due to House Heating,
M. I. Mix, Chairman,
The Peoples Gas Light & Coke Co.,
Chicago, Ill.
- Report Subcommittee on Problem B—Economics of Supplying Heavily Populated Outlying Sections of a Distribution System,
O. S. Hagerman, Chairman,
American Light and Traction Co.,
New York, N. Y.
- Report Subcommittee on Problem C—Economics of Long-Distance High-Pressure Transmission of Gas,
F. A. Lydecker, Chairman,
The Public Service Electric & Gas Co.,
Newark, N. J.
(*Contribution of Distribution Committee*)
- Report Subcommittee on New Processes—Directly or Indirectly Concerned with the Production of Gas,
A. C. Fieldner, Chairman,
Bureau of Mines,
Pittsburgh, Pa.
(*Contribution of Chemical Committee*)
- WEDNESDAY AFTERNOON, OCTOBER 12—2:00 O'CLOCK
- Paper "Developments in Water Gas Operation,"
L. J. Willien,
Byllesby Engineering & Management Corp.,
Chicago, Ill., and
Louis Stein,
Northern States Power Co.,
Minneapolis, Minn.

- Report Water Gas Committee,
Henry Fink, Chairman,
Detroit City Gas Company,
Detroit, Mich.
- Report Chemical Committee,
W. H. Fulweiler, Chairman,
U. G. I. Contracting Co.,
Philadelphia, Pa.
- THURSDAY AFTERNOON, OCTOBER 13—2:00 O'CLOCK
- Report Distribution Committee,
C. O. Simpson, Chairman,
Consolidated Gas Co. of New York,
New York, N. Y.
- Report Pipe Joints Committee,
J. D. von Maur, Chairman,
Consumers Gas Company of Toronto,
Toronto, Ont., Canada.
- Report Carbonization Committee,
R. G. Porter, Chairman,
Philadelphia Suburban Gas & Electric Co.,
Chester, Pa.
- Report Plant Test at Stamford, Conn.,
Prof. J. T. Ward, Chairman,
Massachusetts Institute of Technology,
Cambridge, Mass.

Chemical Parallel Sessions

- WEDNESDAY AFTERNOON, OCTOBER 12—2:00 O'CLOCK
- Report Chemical Committee,
W. H. Fulweiler, Chairman,
The U. G. I. Contracting Co.,
Philadelphia, Pa.
- Paper "Constitution of Coal in Relation to Spontaneous Combustion,"
Dr. W. Francis,
British Safety in Mines Research Board,
Sheffield, England.
- Paper "Coking and Swelling Constituents of Coal,"
R. T. Haslam,
Massachusetts Institute of Technology,
Cambridge, Mass.
- Paper "Relation of Fusibility of Coal Ash to Clinker Formation,"
Bureau of Mines.
- THURSDAY AFTERNOON, OCTOBER 13—2:00 O'CLOCK
- Paper "Effect of Method of Carbonization of Coal Tars,"
S. R. Church,
18 East 41st St.,
New York, N. Y.
- Symposium Naphthalene Determination,
By members of U. G. I. staff, Philadelphia; Consolidated Gas Co.,
Baltimore; U. S. Bureau of Mines, and others.
- Symposium Organic Sulphur Compounds in Gas,
W. J. Huff, Johns Hopkins University;
N. F. Prince, Rochester Gas & Electric Corp.;
Koppers Company Laboratory, and others.

(Continued from page 518)

bers of their families, a reduced rate of a fare and a half for the round trip on the identification certificate plan. Certificates are only available to *Bona Fide Members of the Association* for their use and for the use of dependent members of their families.

The following directions must be followed to secure the advantage of this reduction in fare:

The identification certificate which has been mailed to all members must be presented to the ticket agent when purchasing tickets, this being his authority to issue a round-trip ticket to Chicago at the reduced rate of a fare and a half.

To secure this reduced rate, tickets must be purchased between October 6-12 inclusive, but must be used in returning to reach original starting point not later than midnight of October 20, with the following exceptions:

Purchase time—October 3-9 inclusive; return limit—30 days, British Columbia, California, Idaho (except Oregon Short Line), Nevada, Oregon, Washington.

Purchase time—October 3-9 inclusive; return limit—25 days, Arizona, Idaho (Oregon Short Line).

Purchase time—October 4-10 inclusive; return limit—25 days, Utah.



Everyone whom everyone wants to see will be at the convention



The gas industry's city—from October 10 to 14 inclusive

TELL THE WORLD!

DO you know that an A. G. A. Convention gives you an unexcelled opportunity for constructive publicity for your company?

Make it a point this year to get your newspaper editors interested. First, give them an interview *before* you leave for Chicago. Tell them who is going and why. Then give them an interview *after* you return home.

At both interviews concentrate on those subjects which will interest the greatest number of gas users.

Among developments capable of news treatment are:

Laboratory-approved appliances, house heating, incineration, home service work, automatic hot water service, oven-regulated meals, refrigeration, industrial gas—to mention only a few.

Get local publicity for yourself and your company out of the 1927 Convention. And make your plans for getting it right now.

Purchase time—October 5-11 inclusive; return limit—25 days, New Mexico.

Purchase time—October 5-11 inclusive; return limit—22 days, Colorado (except Julesburg), Montana, Wyoming.

Return tickets issued at the reduced

fare will not be good on any limited train on which such reduced fare transportation is not honored.

Before leaving Chicago all tickets must be stamped by the ticket agent in Chicago.

Advance Copies of Reports Now Available

Certain Papers and Reports Prepared for Advance Distribution to Stimulate Discussion at Convention

IN the effort to promote intelligent and active discussion of certain committee reports at the Ninth Annual Convention, The American Gas Association has made special arrangements to have available after September 6 the reports that are listed below.

Members may secure copies of these reports by writing to Association Headquarters.

This list is not a complete one of the papers and reports that will be printed for distribution at the convention, as it includes only those which are prepared for advance distribution for the purposes of discussion, etc.

A list of all the advance papers and committee reports will be given in the October issue of the MONTHLY.

The following are the reports now ready:

ACCOUNTING SECTION REPORTS

"Report of Committee on Budgetary Control," Edward Porter, Chairman.

"Report of Committee on Cost Accounting Practices for Repairing and Recording Meters," F. H. Patterson, Chairman.

"Report of Committee on Customers Accounting and Development of Bookkeeping Machines," J. L. Conover, Chairman.

"Report of Committee on Relations with Customers," J. M. Roberts, Chairman.

"Report of Committee on Statistics and Cost Analysis," G. E. McKana, Chairman.

TECHNICAL SECTION REPORTS

"Report of Carbonization Committee," R. G. Porter, Chairman.

"Report of Distribution Committee," C. C. Simpson, Chairman.

"Report of Subcommittee on Pipe Joints," J. D. von Maur, Chairman.

"Report of Water Gas Committee," Henry Fink, Chairman.

"Symposium on Naphthalene Determination."

"Colorimetric Determination of Carbon Disulphide in Gas," by G. G. Desy.

"The Origin and Decomposition of Carbon Disulphide in Gas Making," by Wilbert J. Huff and John C. Holtz.

Steel Treating Plan

Show for Convention

EQUIPMENT worth more than \$3,000,000 will be on exhibit the week of September 19 in Convention Hall, Detroit, in the Ninth Annual National Steel and Machine Tool Exposition, according to W. H. Eisenman, secretary of the American Society for Steel Treating, which, from its Cleveland headquarters, is arranging for this gigantic industrial display. A total attendance of from 80,000 to 100,000 is expected.

Prominent among the exhibits will be that of the American Gas Association to bring to the attention of those attending the advantages of gas in industry. Approximately 15,000 sq. ft. of space will be utilized.

During the week of the exposition, the American Society for Steel Treating, the Institute of Metals, the Society of Automotive Engineers, and the American Welding Society will be holding technical sessions.

Boston Has Largest House Heating Job

World's Record Installation Now Heats New Building
of Consolidated Gas Company

By A. A. HIGGINS

American Gas Products Company

ANOTHER climax in the long journey of the human race from those far-off prehistoric days when men warmed their chilled hands over flickering fires in dark forests, to this present scientific age of wonders was reached recently when the largest gas-fired heating plant in the world was installed in the new 13-story office building of the Boston Consolidated Gas Company at Boston, Mass. Six gas-fired boilers will carry on the colossal feat of heating the huge building's 2,175,000 cu.ft. of space.

Coal heavers may come and coal heavers may go, but there will be none of these perspiring gentlemen in the Boston Gas Company's new structure. In keeping with the ever-progressing battle of machine against man labor, started away back in the Industrial Revolution of the 19th century, the coal heaver has here gone the way of the horse and buggy, the kerosene lamp and homespun clothes, taking with him the inevitable dirt, waste, drudgery, and space-eating coal bins, that are ever part and parcel of coal.

Each of the six boilers newly installed at Boston has twenty burners and each

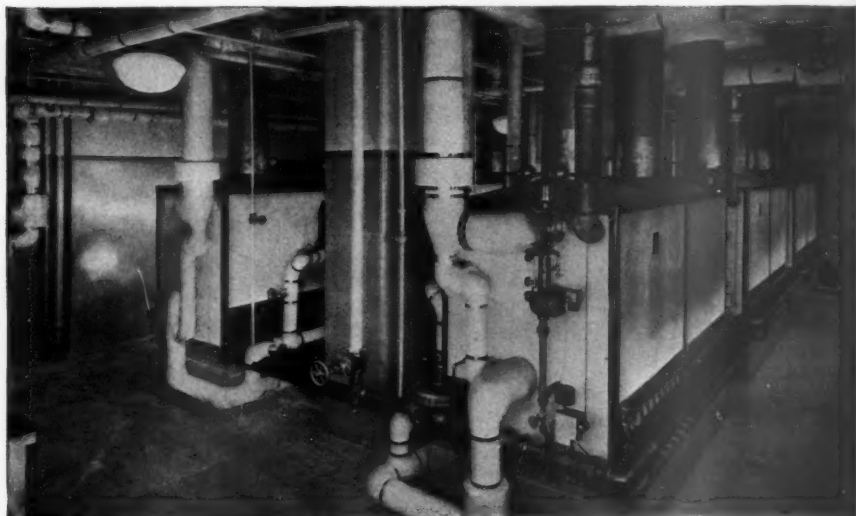


The new building of the Boston Consolidated Gas Company has the world's largest house heating installation

burner is so adjusted as to burn 215 cu.ft. of gas per hour—a total gas use of 4300 cu. ft. per boiler per hour, and of 25,800 cu.ft. maximum hourly gas supply for the six boilers. Since the theoretical consumption, to take care of the hourly heat loss from the building, is 17,600 cu.ft., four boilers would be almost enough. Ordinarily five of the six boilers will be enough to heat the building in zero weather, keeping one boiler as a spare. In mild weather it is entirely feasible and sufficient to start

up only one boiler and add others as the need arises.

Among the safety features in the world's largest gas-fired heating plant are thermostatic pilots which will instantly and automatically shut off the gas from any boiler in which the pilot light has been, for any reason whatsoever, extinguished. Moreover, there are low-water fuel cut-offs which shut off the gas in case the water level in the boilers falls below the safe point and pressure controls which will limit the steam pressure to the predetermined figure. Each boiler has a safety valve and a water column



The world's largest gas house heating installation

equipped with a gauge glass and try-cocks. All products of combustion pass directly to the chimney and automatic water feeders are provided to maintain the water levels in the boilers at the same height.

It is estimated that the new gas-fired plant will consume approximately 30,000,000 cu.ft. of gas to heat the building for the average season—which is about the number of cu.ft. of gas required to heat from sixty-five to seventy-five average homes.

The architects, Parker, Thomas and Rice, and the builders, W. A. & H. A. Root, make the statement that, due to the use of gas for heating during the construction of the building, at least a month was gained in the time required for completion, and that very satisfactory operation was obtained.

The Boston Consolidated Gas Company by thus heating its own building with gas is greatly assisting the sale of gas for house heating, for the boiler room is open for inspection at all times. In fact, a sign is at the entrance to the building directing all to the gas boiler room.

A system of automatic heat control for

the building is a part of the installation. This system provides automatically different periods of firing as required by outside weather conditions and, with a balanced system of installed radiation and piping, is designed to provide the desired temperature at all times to all parts of the building.

The radiation installed is equivalent to 34,500 sq.ft. direct radiation. A portion of this is indirect with the necessary blowers and air ducts.

Unfortunately, since the boilers are installed in two rows of three, each back to back, the installation does not lend itself well to photography.

This installation, said to be the largest of its kind yet made, will no doubt be exceeded in size and probably refinements as time goes on and more is learned of science and art of heating, but, whether large or small, every gas-fired heating installation is an incentive for other such installations and all gas men should lose no opportunity to acquaint the public with the progress being made with gas heating, a blessing to the home owner and a marked builder of gas plant load.

"Industrial Gas Salesman" Wins Wide Favor

Book for Industrial Gas Salesman Fills Need; Advance Orders
Predict Record Breaking Sales

The Industrial Gas Salesman, written by Prof. Elmer E. Ferris, of New York University, and published by the American Gas Association, is now available. It is a 120-page book, devoted exclusively to the selling features of industrial gas.

The Monthly has secured two reviews of the book, one from F. C. Mackey, of Chicago, Ill., and vice-chairman of the Industrial Gas Section, and the other from H. A. Sutton, of The

Public Service Electric and Gas Co., Newark, N. J. Their reviews, given below, point out the important features of the book.

Orders for Prof. Ferris's book can be placed with Association Headquarters now. The price is \$1.50.

Every gas man needs a copy. Every library should have several copies. A coupon is given on the inside front cover to make ordering easy.

By F. C. MACKEY



F. C. Mackey

THE *Industrial Gas Salesman*, to be issued before the Ninth Annual Convention and Exhibition of the American Gas Association, is the first work of its kind, and the adaptation of the principles of salesmanship and psychology to the industrial gas field are splendidly defined in this book. A study of the achievements of Professor Elmer E. Ferris will indicate clearly why he is in a position to gather and arrange so much valuable material in condensed form. From his years of practical and theoretical experience he is able to present this material in non-technical language, understandable to the average individual, of average intelligence, entering the industrial gas sales field. The treatise under discussion demonstrates clearly that the A. G. A. Industrial Gas Section Committee on Education of Salesmen did not place its faith in vain in choosing Professor Ferris to develop the subject.

We are all agreed, if the public is to benefit fully from using gas in industry, that our salesmen must be educated to successfully present the subject to our customers.

Professor Ferris emphasizes in chapter one the need of a fundamental background, and here is presented very compactly the origin and history of gas manufacture.

He lays emphasis upon the fact that the salesman must know the nature of the market to be approached and to be thoroughly conversant with what industrial gas has to offer. He shows clearly the need of preparation for sales work in this field:

1. Sufficient background to arouse the prospect's attention;
2. Develop interest and successfully meet objections;
3. When to terminate the interview if the sale is to be brought to a successful close.

Professor Ferris's book is clean cut and orderly in arrangement and is made further useful by a series of form appendix containing good bibliographies of available material in books and magazines already published.

Chapter four gives some very clear-cut examples of the right and the wrong way of presenting the sales talk.

Chapter nine in concise and everyday English presents a psychological principle of good salesmanship of the "affirmative minded man." Professor Ferris says, "Every distinct idea which is harbored in the mind generates motor forces which

tend to produce corresponding action and results."

He very aptly defines one basic psychological law of salesmanship in these words, "The live-wire salesman is one whose habitual attitude of mind is governed by those facts and details, which point toward sales achievement."

The book contains sample cost studies comparing coal, oil, and gas used in certain well-known industries.

Through the entire book Professor Ferris develops four main points so important to our industry, which the salesman must keep before the customer in making industrial gas sales, namely: Where heat is required, gas is best because of 1—Efficiency; 2—Dependability; 3—Controllability; 4—Economy.

This book is so written that it is adaptable for classroom instruction or may be placed in the hands of those wishing to enter the industrial gas sales field. Those already engaged in selling industrial gas may well study the volume to their profit as it is the only volume of its type which has ever been written covering this portion of utility business. A concentrated and intelligent use of such a manual should wonderfully stimulate the industrial gas business as a whole.

Professor Elmer E. Ferris, professor of salesmanship, New York University, School of Commerce, Accounts and Finance, is to be complimented on this timely presentation of such a valuable and much-needed manual.

By H. A. SUTTON



H. A. Sutton

IT is a pleasure to have the opportunity to welcome to the Industrial Section of the American Gas Association such a fine aid to our purpose as "The Industrial Gas Salesman." The Industrial Section's Committee on Education of Personnel deserves much credit for the conception of the idea, and Professor Elmer E. Ferris, the author, is to be congratulated on the manner in which he has applied the technique of selling to the industrial gas field.

In the first three chapters of the book Professor Ferris has briefly reviewed the gas industry as a whole, pointed out the development of the industrial gas market and the offering which industrial gas has for its market. To the man who has been engaged in selling industrial gas for some time these chapters hold little in store, except to refresh his memory. However, this fact serves to amplify

their value and justifies their position in the book. No man can hope to obtain worth while recognition in any chosen field of selling unless he has a full understanding of the romance and development of that industry, the offering which it has and the market for its offering. These are fundamental to any field of selling as applied to large industry. Anyone entering the selling field of the industrial gas industry should not only absorb the contents of these chapters, but should read and study the references given by the author. In addition, personal contact with experienced men in the industry can and will do much to cement the information contained in the text.

Contained in Chapters IV to VIII are the accepted principles of salesmanship, briefly: The selling talk, the approach, attention, arousing interest, developing interest, objections and sales resistance, and closing the sale.

The author has placed each step of the sale in its logical position and has chosen his text matter so that he holds the interest of the reader to the point—selling

(Continued on page 572)

Popularity of Blue Star Appliances Increases

Ten Space Heater and 33 Range Manufacturers Now Make
100 Per Cent Lines of Blue Star Appliances

By R. M. CONNER

Director, A. G. A. Testing Laboratory

SINCE our Executive Board's approval of the Commercial Section's recommendation to gas company members that they confine their purchases to manufacturers who produce approved gas ranges and space heaters exclusively, it is interesting to find that we have a rather large list of such companies available.

On July 31, ten space heater and 33 range manufacturers were constructing their entire line to comply with the Association's standards. In some instances, no doubt, a few of these concerns still have a few ranges or space heaters in stock that do not bear the Blue Star, but all new equipment going through their plants is built to meet, and in many instances exceed, our accepted standards.

All the following manufacturers have either pledged themselves to construct only approved appliances, or our inspectors have ascertained adherence to this policy after a thorough inspection of their products.

MANUFACTURERS PRODUCING ONLY APPROVED TYPES OF GAS RANGES

Abendroth Bros.
A-B Stove Co.



The Seal of Service

THE increasing number of manufacturers who are making only appliances bearing the Blue Star Seal, and the decision of gas companies to handle only such appliances, gives one side of the Laboratory picture at this time. The other side is given in the growing amount of favorable comment from outside the industry, as is seen in other articles in this issue of the Monthly.

It is apparent that the Laboratory movement is now enjoying healthy growth. With the industry itself lining up to manufacture and sell only those products that bear the Blue Star Seal, and the public's awakening to the valuable contribution to its safety and well-being, there can be no doubt as to the place that the Laboratory is to win for itself.—Editor.

Alcazar Range & Heater Co.
American Gas Corp.
Beckwith Co.
Birmingham Stove & Range Co.
Clark & Co. Div., Geo. M.
Cribben & Sexton Co.
Crown Stove Works
Detroit-Michigan Stove Co.
Detroit Vapor Stove Co.
Eriez Stove & Mfg. Co.
Estate Stove Co.
Floyd-Wells Co.
Glenwood Range Co.
Globe Stove & Range Co.

Malleable Iron Range Co.
New Process Stove Co.
Ohio State Stove & Mfg. Co.
Quick Meal Stove Co.
Reading Stove Works
Roberts & Mander Stove Co.
Roper Corp., Geo. D.
Sexton Stove & Mfg. Co., S. B.
Slattery & Bros. Inc., J. B.
Somerville Stove Works
Standard Gas Equipment Corp.
(All Divisions)
Sterling Range & Furnace Corp.
Tappan Stove Co.
Tinnerman Stove & Range Co.
Walker & Pratt Mfg. Co.
Weiskittel & Son, A.
Wincroft Stove Works

MANUFACTURERS PRODUCING ONLY APPROVED TYPES OF SPACE HEATERS

American Gas Products Corp.
Automatic Gas Steam Radiator Co.
Clow, James B. & Sons
Cahill Company
General Gas Light Co.
Grayson Mfg. Co.
Ohio Foundry & Mfg. Co.
Reznor Mfg. Co.
Slattery & Bros. Inc., J. B.
Welsbach Co.

Not being entirely familiar with our approval standards, some of our customers and a number of our people have misinterpreted their meaning. To begin with they are minimum requirements, and, what is more significant, they refer largely to the quality of performance and particularly its relationship to efficiency and safety, rather than how the appliance is built. Our standards do insure reasonably durable construction but they positively do not specify what kind or how many accessories shall be attached to any appliance, nor do we make any effort to classify approved appliances in order of merit. To do so would certainly react to the disadvantage of the large majority of manufacturers and probably result in endless controversies, besides introducing too much of the human element in judgment. Almost every manufacturer is sincere in the belief that he produces the best appliance on the market.

Certain other large industries have at various times considered the advisability of establishing a national and impartial testing agency such as our own. They have been unsuccessful to date, however, largely because their plans contemplated the policy of grading appliances. The manufacturers' representatives have never been able to agree, for example, on what features of design and construction should be incorporated in a grade A, B, C, or D appliance. In fact, as far as is known it does not appear that any individual, committee, agency, or group could equitably establish such rules.

It would be very difficult in the gas

business to establish comparative standards. One form of construction might prove very satisfactory in a certain locality and yet prove wholly impractical in others. Our present plan insures safe and efficient gas appliance operation anywhere. To attempt to influence the customer's selection other than to suggest that he buy an appliance bearing a Blue Star would seem at the present time to be going a great deal too far. Certainly, we wish the purchaser to select the very best equipment he can afford. Generally speaking, we believe he will do so. Modern convenience features such as warming closets, enameled oven linings, glass doors, oven heat regulators, and other such features to which our standards apply but which are not made mandatory, should possess sufficient merit to justify their added cost. Generally speaking, it is felt that they do so.

As our testing work progresses, the value of the Laboratory Seal of approval as a sales asset is becoming more and more apparent. It is predicted that in a few years practically every domestic gas appliance sold will bear the Blue Star. This will result in bringing up to our accepted standards the poorer grades of appliances and further improvement of the better types. Our requirements will also be strengthened from year to year, the customer will secure far better service, and the gas appliance business in general as a result should be placed on a much more substantial basis.

West Virginia Association Makes Announcement

PRESIDENT J. D. WHITEMORE has resigned as head of the Public Utilities Association of West Virginia. Arthur M. Hill, vice-president and general manager, Charleston Interurban Railroad Co., Charleston, West Virginia, a vice-president of the Association, is acting president.

Gas has again proved its superiority over other fuels in a large Kansas City terra cotta plant. Gas boilers replaced steam boilers, and in so doing materially cut the time of drying the terra cotta, and cut the cost of drying in half.

What's Ahead in Gas Refrigeration?

A Review and a Forecast Based on Returns from a Nationally Circulated Questionnaire

AS the first season of active merchandising of gas refrigerators draws to a close, two developments are apparent. Great progress has been made. There is still much to be done that this new appliance may add appreciably to the gas consumption in the home and become an aggressive competitor of other forms of food preservation, namely, ice and electric compression machines.

More than two thousand gas refrigerators are actually sold and installed in customers' homes as of August 1 by those gas companies which have purchased more than 12 units from the manufacturers, according to a nationally circulated questionnaire. Two manufacturers of refrigerators have sold and delivered more than 5000 machines to gas companies. Taking into consideration the companies that have bought from one to 11 machines, and the machines that have been largely used for installation in homes of executives and employees, and for testing, for display purposes, etc., it is apparent that today nearly 5000 gas refrigerators are in operation. Some companies also have small stocks of the machines on hand, but have not yet begun active merchandising.

Possibly the most interesting and significant feature of the refrigeration question is the experience of the Con-

sumers Utilities Company, Winchester, Va. This company is installing 13 refrigerators and 13 gas ranges in an apartment house on September 1. The builders of the apartment house, who also own two other houses equipped with electric ranges and electric refrigerators, were insistent that the ranges and refrigerators be both gas or electrically operated. The gas company by being

able to install gas refrigerators, was able to keep the cooking load of the 13 families who will occupy the apartment house and secure the additional load from the refrigerators.

This sheds a new light on the potentialities of the refrigeration business. Companies faced with keen competition from electric cooking in apartments will now be armed with a formidable sales argument—that gas can do the job of food preservation best just as it does the job of cooking best.

Replies indicate that companies actively merchandising this new appliance are utilizing all forms of merchandising. Store and window display are used a great deal, the feeling being that the gas refrigerator holds great fascination for the layman because of the apparent anomaly of heat producing cold. Newspaper and direct mail advertising is also

ICE

ALL YOU WANT—
by a wonderful new kind
of refrigerator

*Works by heat, no noise, no moving parts,
needs no electricity*

NOW you can have all the ice you want, right at home, and keep it as long as you like. There's no need for a large ice box, no need for a large ice chest, no need for a large ice house. The new kind of refrigerator is so simple and so easy to use, it's a wonder you haven't heard of it before. It's the only refrigerator that works by heat, no noise, no moving parts, needs no electricity. It's the only refrigerator that's so simple and so easy to use, it's a wonder you haven't heard of it before. It's the only refrigerator that's so simple and so easy to use, it's a wonder you haven't heard of it before.

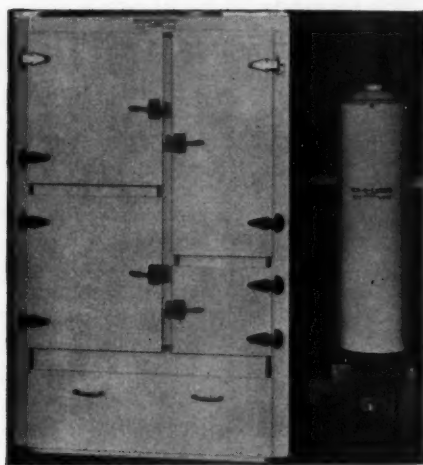
**ELECTROLUX
SERVEL REFRIGERATOR**



The Electrolux Servel is not really new, it's a wonder, it's the new kind of a kitchen appliance. It's the only refrigerator that works by heat, no noise, no moving parts, needs no electricity. It's the only refrigerator that's so simple and so easy to use, it's a wonder you haven't heard of it before. It's the only refrigerator that's so simple and so easy to use, it's a wonder you haven't heard of it before.

Let's a lifetime. There's nothing in this world so easy to use as the new kind of a kitchen appliance. It's the only refrigerator that works by heat, no noise, no moving parts, needs no electricity. It's the only refrigerator that's so simple and so easy to use, it's a wonder you haven't heard of it before. It's the only refrigerator that's so simple and so easy to use, it's a wonder you haven't heard of it before.

The Saturday Evening Post speaks of gas refrigeration



*The box and unit
of the Iceolator*

used. The house-to-house canvass of a selected list of prospects is found especially fruitful by many companies.

The need for active co-operation with architects and builders is stressed by several commercial managers, the feeling being that these professional men have a great deal to say about the appliances installed in the homes. This is particularly true of the gas refrigerator, which is especially suited for apartments, a type of house which is always constructed under architects' supervision. Those companies that have sought to develop this cooperation are enthusiastic about the results.

Probably the most significant feature of the situation today is the evident determination of the companies replying to "put gas refrigeration across." Difficulties have arisen and they are not easy

to overcome, but with the spirit of aggressiveness that is apparent, a bright future is inevitable.

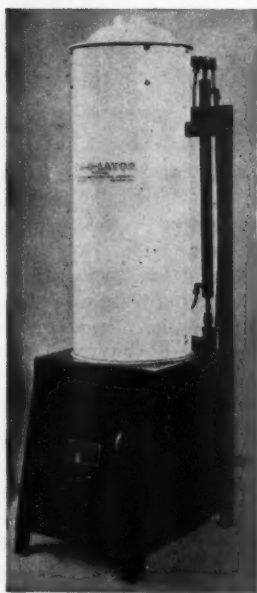
Some report a darker side to the gas refrigeration business. Many companies feel that the present price of the gas units is relatively high to meet electric competition easily, stating that there would be little competition from electric units if the prices of both machines were about the same. Some companies are also bothered with the operation of the gas units, but the feeling is unanimous that the manufacturers are doing their best to iron out difficulties, and that these difficulties do not involve fundamental changes but relate to local conditions, such as quality of water supply, etc.

There is also a need for a further development of small boxes suitable for apartment house use. The consensus of opinion is that the gas unit is especially desirable in apartments because of its silent operation, and that a larger variety of apartment size units should be made available to the industry.

Practically all of the replies indicate that the public can soon be led to realize the superior quality of gas refrigeration from the standpoint of silence, no maintenance, charges, low operating cost, and continuous service due to the superior continuity of gas service.

One gas company that has sold many refrigerators in the face of keen electric competition makes the cryptic remark that "those sold remain sold." Some of the installations of this company serve from two to six boxes.

It is significant that electric competition



The Iceolator unit

seems to be keen in most of the territories covered by the questionnaire. Whether or not this applies for the entire country is not known, but it certainly shows the necessity for active merchandising of gas units immediately.

Some sales managers feel that eventually the public will be educated to the advantages of gas refrigeration over electric, but that it will be slow process unless sufficient national advertising is done. Already one manufacturer has used *The Saturday Evening Post* twice and the near future should see a rapid development in national publicity.

Only a small percentage of the questionnaires showed that companies are selling electric machines as well as gas.

The following paragraphs, abstracted from letters received, contain pithy information:

"Troublesome competition from dealers selling electric refrigeration is due to two things, viz.: overanxiety to sell electric and lack of facts concerning refrigeration.

"The public can be educated to use gas



The Electrolux Servel

refrigeration, but it cannot be done at the expense of the dealer who must buy his literature from the manufacturer, pay for all advertising, selling and service and still hope to break even on the sale of refrigerators. We are sold on the idea of gas refrigeration and have spent more than good merchandising would warrant in the effort to put the thing across. Co-operation from other sources is needed."

"All of the three machines in the field are doing excellent work and so far as we are able to compare them with electric machines, we find they require much less attention and have a greater refrigerating efficiency. The writer has one in his own residence and has watched it carefully for about three months. I left the gas burning day and night continuously and it required no attention whatever. The Electric Sales Branch of this Company has sold a great many machines, but I am of the opinion that the gas machine will in time be a better seller than the electric machine for the reason that there are no moving parts to get out of order. Servicing machines of the electric type here is causing quite a lot of anxiety."

"The time has come to promote the sale of gas refrigerators in companies that are not now active in selling them.

"Recognizing the fact that mechanical re-



Combination gas range and refrigerator by Servel

"ICE BY GAS"

The New Servel Gas Refrigerator Everyone Is Talking About
Investigate Our Special Offer

Noise-
less



No
Moving
Parts

Vibra-
tionless

No
Expense
for
Maintenance

The Operation Is Simple, Safe, Silent and Economical

COME IN AND SEE IT
COMMERCIAL DEPARTMENT

ATLANTIC CITY GAS CO.
Michigan and Atlantic Avenues
3625 TELEPHONE MARINE 3625

"Heated Ice" has universal appeal

frigeration of a more or less satisfactory quality had been quite extensively sold for four or five years and that for the past two or three years there were from ten to fourteen electric refrigerators in active and intensive competition for business here, we knew that unusual sales efforts must be applied if we hoped to immediately get the volume of sales that the merit of our refrigerating appliance entitled us to.

"We determined to create an atmosphere that would bring about a favorable public opinion of refrigeration by gas, and with that end in view we started to get our story over to the plumbing trade, to our own employees and to the general public. Street-car fender advertising, bill boards, advertising, display cards in plumber's shop windows, display banners on gas company trucks, newspaper advertising and gas bill flyers were the mediums made use of."

"In addition to this there has been a continuous window display of gas refrigeration at all of our stores since we started our campaign on March 1, 1927. For about two weeks prior to the start of our campaign the plumbers (approximately 200) were invited in groups at night and were asked to come in and see the new gas refrigerator at work and to get instructions as to how they were to connect them when we would send them the connection orders. They responded in sufficient numbers to insure a

discussion and a lot of publicity at the meetings of their organization. Booklets explaining the gas refrigerator and reprints of magazine articles giving detailed explanation of the process of refrigeration by gas were also provided for distribution at our stores and through our salespeople in their canvass work.

"A \$5.00 bonus was offered and is still being offered to any employee who turns in the name and address of a prospect that develops into a gas refrigerator sale. Prospects are listed and are expected to develop in thirty days. Weekly meetings are held for the purpose of stimulating selling efforts and improving selling methods with particular regard to gas refrigerator sales. In addition to the regular Saturday morning meeting, all sales people who have not yet made a gas refrigerator sale are required to attend Tuesday and Thursday morning meetings where sales instructions are given and selling difficulties are thrashed out. A general canvass of difficulties reported by sales people was made and these difficulties were answered."

Brooklyn Company Has Book on Industrial Gas

IN an attractive and well-illustrated booklet entitled "Gas—the Ultimate Fuel," published by the Brooklyn Union Gas Company, the many uses for gas are stressed and the growth in the continuous supply of this fuel in Brooklyn during the past 75 years is interestingly described. While written primarily for manufacturers, the book is of general interest.

The book was written by George M. Kirchner, claim agent.

"A study of the development of Brooklyn's industries is a history of the increased use of gas as a fuel," says the author. "Where heat is needed gas plays the all-important part—in the factory, in the home, in cooking a meal and forging a girder. Gas fuel is the giant and the pigmy of industry. Its use in manufacturing runs from the heaviest kind of working in iron to the finest and slightest touch required in the arts."

DURING 1926 the Consolidated Gas Company of New York and affiliated gas companies responded to a total of 2,707,416 calls for special service to customers, an average of more than 309 calls per hour every day and night of the year, including holidays and Sundays.

Allied Trades Recognize Vital Importance of Laboratory's Work

Heating Contractors, Plumbers, and General Public are Interested in the Blue Star Approval Seal

THE intense interest being shown in the Testing Laboratory of the American Gas Association by allied trades and industries and by the general public is testimony to the efficient and satisfactory work being done at Cleveland. It also confirms the foresight of the industry in establishing the Laboratory and laying comprehensive plans for its development, and proves beyond doubt that the basic principle of Laboratory approved appliances is sound and that the personnel of the gas industry is correct in accepting the Blue Star Seal as a vital influence, both in the sale of gas and in the use of gas service.

The editorial from the August 1 issue of *The Plumbers and Heating Contractors Journal*, reproduced on this page, sounds a note that portends an ever-increasing field of usefulness for the Laboratory and Blue Star approved appliances, especially water heaters. At the same time it indicates to the gas industry the importance of presenting a united front in regard to selling only those appliances that have passed the Laboratory's requirements.

HANDLING TESTED PRODUCTS

WHEN one buys an article of silver he looks for the "sterling" mark. When one buys a gold article he looks for the 14 or 18 karat mark. When a house owner buys an oil burner he insists on having one that bears the stamp of approval of the Laboratories of the Board of Fire Insurance underwriters.

So any of us, when purchasing material that we hope will last, usually demand that we be given an approved and tested appliance.

A worthy move along this line has recently been made by the gas industry. Already there is an enormous growing interest in the development of the testing laboratory maintained at Cleveland by the gas people. Approved appliances, such as gas water heaters, are now identified by the laboratory's official marking seal which indicates that they have met with a high conception of durability, construction, safety convenience and efficient performance when properly installed in the home. The manufacturers of gas water heaters and plumbing and heating contractors are finding in this seal, merchandising possibilities of exceptional value when backed by adequate advertising and publicity.

The plumbing or heating contractor who sells and installs tested and approved products and lets the public know that this is his policy will sell more today than he did yesterday and more tomorrow than he did today.—Editorial from "Plumbers and Heating Contractors Trade Journal."

Comment such as this has appeared in other magazines that reflect the thought of allied trades and industries. Similar material has been published in the newspapers and in publications for public consumption. Another example of the universal appeal of the Laboratory is seen in the splendid recommendations given the Laboratory by Stuart Chase and F. J. Schlink in their book, "Your Money's Worth," and in an article on the Laboratory in a recent issue of *Popular Science*. In the two years of the Laboratory's existence it has sold itself to the gas industry and has attracted the attention of the general public and others interested in the work done.

The Blue Star Plan grows apace. More and more manufacturer companies are restricting their production to only those appliances that are approved. Also, the list of gas companies selling only products that bear the Blue Star Seal is growing. Such 100 per cent cooperation on the part of these two branches of our industry is proving a powerful stimulus to others, and will

bring about shortly the time when there will be little or no active merchandising of unapproved appliances.

However, it is not necessary to wait until such time in order to evaluate the benefits of the work to date. The Laboratory has already brought about a marked improvement in appliances that have been tested and approved and are now being offered to the public. A majority of the 5000 and more appliances now bearing the Blue Star Seal were improved in their detailed construction and operation as a result of the testing at the Laboratory in order to merit the use of the approval seal.

Indirectly the Laboratory has also aided a progressive step that leaders in the gas industry have encouraged for the past few years. The development of allied trades cooperation now occupies an important place in the minds of gas men, as well as in the minds of those in the other trades who realize the great value and many benefits of active cooperative endeavor by those who logically should work together. The Laboratory is to the allied groups what it is to the gas industry—a progressive institution that marks the dawn of an era in which questionable appliances will be relegated to the discard. The heating contractors and plumbers realize that the aggressiveness of the gas industry guarantees the permanent success of the Laboratory and that the Blue Star Plan is so basically for the public benefit that they too want to ride on the “band wagon.”

Representatives of the American Gas Association who have been present at meetings and conventions of heating and piping contractors and plumbers in the past few months report unanimously that there is keen and growing interest in the Laboratory. Resolutions have been drafted and passed that are analagous to the action taken at the A. G. A. convention last October when the industry went on record as favoring the sale of only Blue Star Seal appliances.

Such recognition by these allied groups

and the general public proves that the time when the Laboratory and its work will be a factor in all dealings of the gas industry with its customers is much nearer than was dreamed of when work was actually started two years ago.

Junkers Plane Claimed as Child of Gas Industry

THE all-metal Junkers airplane, which attempted the flight from Germany to the United States recently, is the product of a man whose achievements have been mainly in the gas industry. Dr. Junkers, head of the firm making the plane, looks upon the all-metal craft as the child of the gas industry.

In a recent talk before the German Gas Association, Dr. Junkers described his thirty-year connection with the gas industry, starting with the gas engine.

“From experiments with the gas engine came the famous Junkers calorimeter,” he said.

“From the calorimeter came the bath heater,” he continued, “and finally during the World War, when all production of gas apparatus was stopped, there came from the bath heater the all-metal plane.”

“I believe I can justly claim that, had it not been for the first systematic experiments with a metal wing undertaken with all the experience at the disposal of the staff and men of Junkers Company, we should not today have had the all-metal plane. This in turn, has produced the Junkers air service.”

Pup, the Furnace Man, Pays a Visit to France

THE Bryant Heater & Manufacturing Company have had their slogan, “Let the pup be the furnace man,” translated into French. The Revue Generale Internationale, a leading French house, sends their translation “Je devais laisser mon chien conduire le chauffage par le gaz.”

A letter received at the factory from the French house acknowledged the receipt of “pup literature,” and contained some interesting inquiries and information. Through the appeal of this bright little pup, France is becoming acquainted with the gas-fired boiler and its possibilities. One boiler has been sold to a Paris organization for installation in Lille.

The pup, now a familiar figure, was introduced about two years ago as “furnace man” and has enjoyed such success that its fame has reached across the ocean.

Chicago Toast Increases Gas Sales

The Peoples Company Proposes a Novel Merchandising Stunt to Stimulate Use of Toasters

By J. E. DAVIES

The Peoples Gas Light and Coke Co., Chicago, Illinois

IF every domestic customer in your town toasted four pieces of bread daily, how much of an increase in gas send-out would be produced in thirty days?

We in Chicago propose to increase gas output through the marketing of approximately one hundred thousand gas-fired toasters during the early fall. Here is our plan.

Regularly priced, a good toaster is forty cents. Our proposition will be to sell two toasters for thirty-nine cents, or one for forty cents.

We want our customers to take two toasters, hoping they will use one and give the other to mother, to sister, or to a friend.

Objective: Our object is to sell more gas through present meters.

Duration of Campaign: As the autumn approaches, the desire for warm food increases; therefore, the campaign will open September 6, the date most people are home from the country.

Publicity: We propose to use the following mediums: Local newspapers, the *Peoples Gas Gazette*, which reaches all of our gas customers during a given month, acquainting all of our employees through the medium of the *Peoples Gas*

THE PEOPLES GAS GAZETTE

The Most Extraordinary Offer Ever Made

FOURTY CENTS FOR ONE
THIRTY-NINE CENTS FOR TWO

THAT is precisely what we mean. If you buy one, the price will be FORTY CENTS, but tell the clerk to wrap up TWO and the price will be THIRTY-NINE CENTS for BOTH.

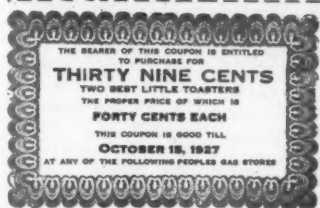
Oh, yes. What we are talking about is "THE BEST LITTLE TOASTER." There are other ways of making toast, but the best way is with "The Best Little Toaster"—and of course you like your toast made the best way.

Now is the time of the year when a nice hot, well buttered, piece of toast, is most appreciated. It can be enjoyed by everyone from the laboring man to the millionaire.

Toast is tasty eaten plain, or it can be buttered, or form a proper background for a poached egg. It makes any kind of a sandwich from the "something to eat" class, to a delicious delicacy. Toast is easy to digest. It can be enjoyed by all, and also satisfies the hunger pangs of a husky football player.

In the language of Al Jolson: if you haven't tasted toast, toasted on "The Best Little Toaster," you ain't tasted nothing! We are going to make it easy for you to have "The Best Little Toaster" in your home; two of them. If you don't want to keep the second one for times when the demand for toast calls for two toasters, why pass it along to your friend or neighbor. Life is made happier and sweeter for all of us when we practice passing good things along to our neighbors.

We have never made this offer before, and may never make it again. If you want to profit by it, bring the attached coupon and present it at any of The Peoples Gas Stores.



Phone Wabash 6000 — All Stores
Stores listed open daily 8:00 a. m. to 8:00 p. m.
Thursdays and Saturdays 10:00 a. m. to 8:00 p. m.

Readers of the *Peoples Gas Gazette* learn to toast

Club News, and Mrs. Peterson through her home service organization will talk on toast and the many ways in which toast can be used. It is expected this organization will feature toast in talks over the radio. Recipes will be prepared and distributed whenever and wherever possible.

We have an idea that the large distributors of bread can be interested in helping us market the hundred thousand toasters. Undoubtedly, the sale of so many toasters will increase the consumption of bread, and if the

bread people market butter, rely on it that the butter will be spread on thick.

ADVERTISING

Window and salesfloor display will add substantially to the publicity tie-up.

The sales organization calling at the homes of our customers will carry a daily dozen of toasters, and they will be expected to market that number.

Reproduced here is a copy of the advertisement which will appear in the million copies of the *Peoples Gas Gazette*.

We want to sell 100,000 toasters and we believe we will.

OUR STORES

Northwestern
Michigan Avenue at
at Adams Street
Open 8:30 a. m. to
8:00 p. m. daily

North
4000 Broadway
2019 Irving St. Blvd.
2023 Lawrence St.
1000 Madison St.
1200 Milwaukee Ave.

South
4000 N. Ashland Ave.
40 N. Fremont St.
100 E. 32nd St.
400 W. 32nd St.
1000 Chicago Avenue Ave.
1100 N. Broadway Ave.
8001 Commercial Ave.
1 1000 Broadway Ave.
(Jorgean Park)

West
2143 W. Madison St.
*Open Wednesday (Dis-
count limited of Thurs-
day Evening)
1901 Ohio (Thursday
Evening)

Consolidated Gas of N. Y. Files Optional Rates

THE Consolidated Gas Company of New York and seven of its affiliated gas companies has filed with the Public Service Commission two new rates in optional form designed to encourage more extensive use of gas for house heating and in large quantities for industrial purposes. The new forms will be supplemental to the present rates, which will remain in effect unchanged for ordinary and prepayment meter service. No increase in rates or in the cost of gas to any consumer is involved, but the cost of gas service will be lower to those using gas for heating or in additional quantities.

The territory in which these inducement rates are now offered includes all of Manhattan, all of the Bronx except the territory served by the Bronx Gas and Electric Co., and all of the territory served by the Consolidated Gas Co. system in the borough of Queens. The companies which filed the new rates include the Consolidated Gas Co. of New York, the Astoria Light, Heat & Power Co., New Amsterdam Gas Co., East River Gas Co. of Long Island City, Central Union Gas Co., Northern Union Gas Co., The Standard Gas Light Co. of the City of New York, and the New York and Queens Gas Co. In equivalent flat rate, the new heating rate will be from about 77 cents upward, and the new wholesale rate from about 65 cents upward, depending on the quantity used.

These additional forms of rates were filed to go in effect on Sept. 1. Rate revisions for similar purposes will be filed at an early date by other companies of the Consolidated Gas Company system, viz., The Bronx Gas & Electric Co., the Westchester Lighting Co., the Northern Westchester Lighting Co., and the Peekskill Lighting & Railroad Co.

A summary of the new optional rates is as follows:

For a customer using gas in large quantities at any time during the months of November to April, inclusive, the rate for all the gas supplied will be a monthly fixed charge for each 100 cu.ft. of the customer's maximum 24-hour use of gas at any time during those months, in addition to six cents per 100 cu.ft. of gas metered; the minimum bill being the amount of such monthly fixed charge.

For wholesale customers making no use of gas at any time during the months of November to April, both inclusive, and so making no demand upon the plant capacity and facilities of the companies during their period of "peak" consumption, the rate for the gas furnished in wholesale quantities during the months of May to October, inclusive, will be \$1.20 for the first 200 cu.ft. (or less) of gas per meter per month,

in addition to six cents per 100 cu.ft. for all additional quantities of gas metered; the minimum charge during this period being \$1.20 for the first 200 cu.ft. (or less) of gas per meter per month.

The new wholesale schedule will be available for any use of gas by any customer agreeing in advance to use not less than 50,000 cu.ft. of gas in each of three or more successive months in each year.

For all the gas furnished to a customer using gas for heating, the rate will be a graduated annual unit charge per sq.ft. of radiation surface, in addition to $7\frac{1}{2}$ cents per 100 cu.ft. of gas metered; such unit charge being payable in six equal monthly installments, beginning with first bill rendered on or after Nov. 1 in each year, the minimum charge being the total of the unit charge per sq.ft. of radiation surface applied to the ascertained number of sq.ft. of radiation surface on the customer's premises, reflecting the total heating requirements of those premises.

The new heating rates will apply to all of the gas supplied to any customer, large or small, who uses gas for heating and whose use of gas for heating is at least 60 per cent of his total use of gas. A customer who pays the above rate for gas heating will obtain his gas for cooking and other domestic purposes at 75 cents per 1000 cu.ft.

In Flushing and adjacent territory, the New York and Queens Gas Co. will offer the same low rate for heating as that filed by the parent company. The wholesale rate will be the same, aside from a slight difference in the initial fixed charge. For customers not desiring to avail themselves of the new optional rate, the New York and Queens Gas Co. will continue to present rates in effect.

Plan Study of Health and Safety Hazards

DR. THOS. R. CROWDER, president of the American Association of Industrial Physicians and Surgeons, has appointed a committee to study the health and safety hazards in the twelve major industrial groups represented in the membership of the Association. These groups include: Automobiles, chemicals, electrical, food, foundries, iron and steel, metal, mining, public utilities, rubber, textiles, and office and trade.

Each member of a committee will make an investigation of those conditions in his own organization entailing possible or positive health hazards. This information will be assembled for analysis and study. The results will be made available through the *Bulletin* of the Association.

Harry A. Norton Stricken Suddenly

Well-Known Gas Man, Thought to Be on Road to Recovery, Dies at Summer Home on August 4

ON August 4 Harry A. Norton, manager of the Nathaniel Tufts Meter Company, and vice-president of the American Meter Company, died suddenly at his summer home in Salisbury Heights, N. H. Mr. Norton, one of the most gracious and beloved men in the industry, had been in poor health since spring with a heart affection, but of late had seemed to be improving. He was recuperating at his summer home when stricken with the fatal attack. To those privileged to know and work with him, his death is a great personal loss. Always gracious, courteous, and far-seeing, his aid in the development of the industry was most constructive, and his advice and counsel will be sadly missed not only in New England but throughout the country.

Born on December 13, 1863, in East Boston, Mass., his parents moved to Nashua, N. H., while Mr. Norton was still quite young. His early schooling was obtained in Nashua, where he graduated from the high school in 1882.

In that same year he entered the employ of the Nashua Gas Light Company, where he obtained his early training in the gas industry. In 1887 Mr. Norton became New England representative of the Maryland Meter Company, of Baltimore, Md., and in 1897 he was appointed manager of the Nathaniel Tufts Meter Company, located in Boston, which po-



Harry A. Norton

sition he retained up to the time of his death. He was also a vice-president of the American Meter Company of New York. His residence was at Winchester, Mass. Mr. Norton was always interested in all association work and took great pride in his affiliations with the American Gas Association, the New England Gas Association, the Guild of Gas Managers of New England, the Society of Gas Lighting, and the Gas Sales Association of New England. Always deeply interested in the progress of the industry, he never failed to attend the meetings when it was possible, and entered enthusiastically into all activities. His affiliations with the N. E. Gas Association date back to 1885, and with the Guild of Gas Managers to 1890. He was chairman of the 1927 Nominating Committee of the A. G. A.

Besides his gas affiliations Mr. Norton was a member of many fraternal organizations and clubs. Mr. Norton's broad interests were indicative of his intense interest for his fellow man. During the War he contributed liberally of his time in such ways as were open to him.

Surviving Mr. Norton are his wife, three daughters, two grandchildren, two sisters, and three brothers, one of whom is Arthur E. Norton, assistant manager of the Tufts Meter Company.

Funeral services were held at Winchester, Mass., on Aug. 8.

Efficiency in Public Relations

By EDNA JOHNSON

Efficiency Department, Southern California Gas Co., Los Angeles, Co.

UTILITIES usually take it for granted that efficiency in operation is their duty as represented in the phrase, "The public be served." The public expects this efficiency when it comes to the adjustment of an appliance, information about a bill, or the installation of a service. And while these direct contacts with the public are very important in making a favorable impression upon each customer, the effect of efficient management and the efficient operation of every department also bears upon the improvement and maintenance of good public relations.

By giving prompt, courteous, and dependable attention to details in the branches of service which are visible to the public, a utility organization accomplishes an essential task towards acquiring the confidence and good will of their customers. Yet the invisible part of the organization which is a most essential one in obtaining real efficiency, as reflected in satisfactory rates for the service rendered, is seldom seen or its operation known to the public. The question has been asked, why strive toward great economy in these departments when we are allowed a fixed return on our invest-

ment above our operating costs. It is because of the desire of the public utility to establish confidence in all their work, and through this to improve their public relations, that such efficiency is necessary. And little by little an organization does become known in all branches through the impressions obtained from employees and through the occasional contacts with the departments which are not in direct contact with the public.

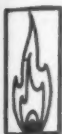
The customers are interested in knowing about these matters, for upon the degree of efficiency attained depends how wisely and economically their money is being spent. Here is a duty given in trust to the public utility, and efficiency is reflected in a low cost of operation, which results in a saving to each customer.

By using every endeavor to become more efficient, and so making the company's operations more economical, a public utility proves to the customer that it knows how to carry on the business which is, by nature, a public necessity. This will counteract any tendencies towards attempts at greater political control or municipal ownership, and at the

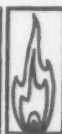
(Continued on page 572)



Photograph of the students enrolled in the course on public utility economics offered this summer for the first time at Harvard University



Editorial



The Convention

CONVENTION contact with the leaders of business America, advice from the best minds in the gas industry, reports of intensive constructive committee work, enlightening discussions, an exhibition of national proportions, reflecting, as it does, the products of the best brains in the equipment and appliance field, and the renewal of cherished friendships made through mutuality of interest in the various ramifications of gas service—these are offered at the coming A. G. A. convention.

A program dealing with subjects of prime importance to the industry, both manufactured and natural, will chart the industry's progress to date and help in the determination of policies that will lead us in our march to fuel supremacy. The work of committee personnel, reflecting the high calibre of the man-power in the industry, will cover varied and practical subjects of interest to all.

Those who have attended conventions before and seen assembled an industry that knows no defeat and brooks no compromise, scarcely need to be reminded that never before has the industry made such progress as in the past year. Never before has achievement and constructive planning for the future been so clearly defined. The value of this convention lies in the fact that it comes at a crucial moment, when the victories of yesterday are mingled with preparations that precede the battles of tomorrow. To those who have not yet been privileged to benefit from convention attendance, we offer our congratulations that they are able to be with us at this most important time.

At Chicago the entire industry, now

united for progress, assembles to gain momentum to operate at a higher rate of efficiency than before, and to expand consistently, as it has in past years.

Will you be there?

Satisfactory Cooperation

THE splendid cooperation given the Association by the manufacturers of domestic appliances in the work of the testing laboratory in Cleveland is most gratifying. Acknowledgment has been made on several occasions of their assistance in equipping the laboratory, in submitting their appliances for test, in spending considerable amounts of money and skill in improving their product, and in limiting their manufacture to appliances which meet national requirements.

It is now a pleasure to record that some of them are going still further. The gas range requirements have been revised effective January 1, 1928, and at the last meeting of the General Requirements Committee it was found that some range manufacturers have submitted models which are somewhat at variance with the requirements now in effect, but which will meet the advanced specifications for next year. The committee welcomed this desire of the manufacturers to keep not only in the procession but actually ahead of it and on motion of Mr. L. B. Wilson, Jr., of Baltimore, and seconded by Dr. R. R. Sayers, of the U. S. Public Health Service, it was decided the laboratory in testing appliances may apply either current requirements or those to be next effective.

No one could ask more wholehearted or more satisfactory cooperation.

The Future of the Gas Business

A Member of the "Old Guard" Speaks to the Rank and File of the New Order

By ALEXANDER C. HUMPHREYS

Born, 1851 — Died, 1927

I HAVE been asked to answer this question: "Do you think the gas industry in the next fifty years will offer the opportunities for advancement of the last fifty?"

I make no pretensions to prophesy. As an engineer, my purpose has been invariably to meet the problems presented to me, basing my opinion upon theories only if supported by facts. But as I look the field over rather generally—for I am no longer in active practice as an engineer and gas manager—I can see many reasons for believing that the gas industry has yet ahead of it many years of industrial service in competition with other industrial agencies.

When we consider competition in this connection, we naturally turn to electricity. This reminds me that when I was managing my first gas company, the Bayonne and Greenville Gas Light Company, New Jersey, from 1872 to 1881, our company banked in New York City, there being no adequate banking facilities in Bayonne. When making my deposits in the New York bank, the receiving teller was in the habit of coming out from his cage to question me as to the chances the gas business had to *live* against the electric light, then coming into prominence. As these interviews continued, I found that his fear was that the electric light would destroy the gas business in the immediate future. The gist of my advice was to the effect that no matter what might prove to be the future

POSTHUMOUS

THIS article, from the pen of the late Alexander C. Humphreys, was written by him on February 9, 1925. It was prepared at the request of A. G. A. Headquarters in connection with an article on the "Old Guard" of the industry.

It is especially fitting that this material be printed in this issue, in which we sadly notify our members that Dr. Humphreys is dead. More than anything else, the article shows the faith of a pioneer in our industry.—Editor.

of lighting by electricity, it was out of the question that this new agent could develop thus rapidly and destroy the present investments in the gas business. I argued, furthermore, that, in my opinion, gas had certain advantages over electricity, especially as to economy in lighting and econ-

omy and efficiency in cooking. I soon got the idea that this man was directly or indirectly interested in the gas business and he was looking for encouragement as to the future of the gas business.

Years later, I learned from this man, no longer the bank teller, but with his brother, heir to his father's great wealth, that at the time he was putting his questions up to me, he had been doing his best to persuade his father not to sacrifice his many and large investments in gas stocks. He told me on this later occasion that he had persuaded his father not to sacrifice his gas stocks after his father had hedged (the term he used) by buying two shares of some electric stock quoted at \$4000 a share, which the father had bought "at a bargain" for \$7500 for the two shares. This man was gracious enough to thank me for having given him the courage to argue to the limit in the effort to persuade his father not to sacrifice his gas stock at the prevailing low prices to get into certain electric light stocks at the then high prices for a short time prevailing.

We have no such condition now. The electrical engineer in lighting and other

(Continued on page 550)

Dr. Alexander Humphreys Dies at 76

Member of "Old Guard" Was President of Stevens
Institute for Twenty-five Years

THE nationally known water-gas engineer, Dr. Alexander Crombie Humphreys, president of Stevens Institute of Technology, Hoboken, for twenty-five years died Aug. 14 of a general breakdown at his home in Morristown, N. J. He was in his seventy-seventh year.

Dr. Humphreys was a member of the "Old Guard" of the gas industry.

Dr. Humphreys resigned as head of Stevens Institute at the last commencement, in June. All his life he had worked at top speed, giving little thought to himself. With the sudden relaxation from his heavy duties, he began to fail, but still was able to go to the institute occasionally to serve as Chairman of the Board of Trustees, to which position he had been elected on his retirement as President. For the last three weeks he had been confined to bed.

Dr. Humphreys's life had been one of unusual activity and diversified interests. Not only had he gained wide distinction as a gas engineer, but he had been a leader in the movement for recognition of American painters and had owned a famous collection of work by American artists. He had also written extensively on engineering subjects and was a

member of many scientific and social organizations and an officer of some.

Dr. Humphreys was born in Edinburgh, Scotland, in 1851. He was brought to this country by his parents at the age of eight.

Dr. Humphreys's life is best shown in a letter written by him to an official of the A. G. A. two years ago. Portions of the letter follow:

"I entered the gas business in 1871, when I was 20 years of age. I had been in business since I was thirteen and a half years. In 1872 I became secretary and treasurer of the Bayonne and Greenville Gas Light Company,

New Jersey. A year before this, I had accepted employment for evening meetings, etc., as secretary of the Building Committee of the B. & G. Co. to keep track of expenditures, accounts, etc.

"In 1873, I was practically obliged to accept appointment as superintendent, in addition to secretary and treasurer. In 1876, I came to the conclusion that a course in engineering was what I needed and arranged with the B. & G. Company's directors to let me off two mornings a week to attend Stevens Institute, I agreeing to be their consulting engineer for life without compensation. My revered predecessor, Dr. Henry Morton, agreed to let me try to go through Stevens in this way



*The Late Dr. Alexander C. Humphreys
—Member of the Old Guard*



and he thought I could do it in six years instead of the regular four years. It took me a year of hard night study to get ready to pass my entrance exams. I then got through in the regulation four years, graduating in 1881, and it was a terrific struggle.

"After a number of years, I was relieved of my bargain with the B. & G. Company as its consulting engineer for life, because the company was absorbed by the United Gas Improvement Company of Philadelphia, of which company I was then chief engineer and general superintendent. I joined this company in 1885, having been chief engineer of the Pintsch Lighting Company from the fall of 1881—soon after my graduation—to January 1, 1885.

"I presume you know of my firm of Humphreys and Glasgow of London, designers and builders of water-gas plants, Humphreys and Glasgow of New York, consulting engineers, and later Humphreys and Miller of New York. This last firm is now in process of winding up, I having retired definitely from practice as an engineer nearly three years ago, to enable me to devote myself still more exclusively to the interests of my Alma Mater.

"I suppose I should record that in addition to my headships of these firms and in connection therewith, I have been the head of many companies, such as president of Norfolk Gas Company, Syracuse Gas Company, Buffalo Gas Company, vice-president and chief engineer, United Coke and Gas Company. Also president of American Society of Mechanical Engineers, American Institute of Consulting Engineers, American Gas Light Association, American Gas Institute, etc."

The success which had come to Dr. Humphreys professionally followed him as head of Stevens. Under his administration the institution had a period of great expansion. Over this development Dr. Humphreys presided with great intelligence and vigor.

Last fall Dr. Humphreys announced his intention to retire as President of Stevens, but he was persuaded to remain until the commencement last June to complete twenty-five years of service.

Gas Measurement Report Now Available for Members

THE preliminary report of the Gas Measurement Committee of the late Natural Gas Ass'n has been printed and is now available for members of the Natural Gas Department of the American Gas Association.

Any individual member of the Natural Gas Department may secure a copy by writing to A. G. A. Headquarters, 420 Lexington Ave., New York, N. Y. Additional copies, and copies for non-members, will be supplied at cost.

Safety Congress

THE 16th annual safety congress of the National Safety Council will be held at the Stevens Hotel, Chicago, Ill., Sept. 26 to 30.

Prominent on the program is the meeting of the public utilities section, which will be held the mornings of Sept. 27, 28, and 29. A special luncheon will be held Wednesday, Sept. 28.

Future of Gas Business

(Continued from page 548)

lines is trained to the limit and is ready to take advantage of all opportunities. It is not a case as in the early days, in which I ventured to offer my advice, of an established industry competing with one in its undeveloped infancy. But I do now believe that gas can be sold and utilized to advantage in many directions in competition with electricity. Certainly this is true in cooking and many other lines of application in the domestic field and also in the lines of manufacture. The fact is that the present great extensions of gas plants show that the gas managers of the day, men well qualified and up-to-date, are not holding back by fears as to the future.

In Memoriam

G. M. Hergesheimer, Philadelphia Gas Works, Philadelphia, Pa.

Gas Industry Leads in Standardization from Customer's Viewpoint

Stuart Chase and F. J. Schlink Comment Favorably on Laboratory in Their Book "Your Money's Worth," Published and Copyrighted by The Macmillan Company

Reproduced by the Courtesy of the Publishers

THE present-day best seller, "Your Money's Worth," refers to the establishment of the Testing Laboratory of the American Gas Association by the gas industry as the most important of the producers' trade association activities with relation to standardization from the customer's point of view.

Excerpts from "Your Money's Worth" follow:

"The more enlightened trade associations have seen the waste of non-standard goods, particularly in their own purchases. The best of them are carrying over into the selling end as well, and so giving direct aid and comfort to the consumer.

"Leadership in this intelligent view has been taken by the United States Chamber of Commerce, which has dinned the advantages of standards, specifications, and simplified practice into the ears of its members and of the general public ever since the war, and has published and widely circulated ten comprehensive bulletins on the subject. Both Mr. Hoover

and Mr. Barnes, past president of the Chamber, have steadily and persistently pointed out the production and distribution leakages which accompany a lack of established grades, sizes, and qualities. They have also stressed the significance of such work being done *voluntarily* by the trade associations themselves. The Chamber has shown, furthermore, the importance of quality standards as an aid to foreign trade in markets where American goods are not well known."

"The Gas Association, to protect the public against jerry-built gas ranges and heaters which give off the deadly carbon monoxide, has standardized nomenclature, materials, and stove, heater, and tubing performance specifications. This Association now lists nearly 600* different models of gas ranges which have passed its tests, and gas company executives have generally pledged themselves not to sell to the public, ranges that are below the safety level. The Association

* More than 5000 models of gas ranges are now approved, as of August 1, 1927.



Operations in the American Gas Ass'n Testing Laboratory at Cleveland

has adopted an approval mark by which ranges and other equipment that have passed the tests may be recognized by the consumer. This work has the support and cooperation of the Federal Bureau of Mines, the Bureau of Standards, and the Public Health Service; as well as 1700 companies distributing manufactured or natural gas, and of several hundred manufacturers of appliances.

"Perhaps all things considered, this is the most important of the producers' trade association activities with relation to standardization from the consumer's point of view. It comprises the complete chain of specifications, tests, certification, and, presumably, the policing of the industry to see that guarantees are complied with. It is expected that ultimately every type of gas-burning appliance on the market will be submitted to the laboratory. The work on a gas range before approval is said to involve 160 different tests, requiring 45 hours of operation and observations. About 75 per cent of the work relates to guaranteeing the consumer's safety. In contradistinction to the work of most of the approval laboratories or institutes, the work of the gas association is based on published specifications, in the preparation of which impartial experts *outside* the industry cooperate actively, and the result is accordingly one which can be verified by competent experts at any time."

"Nothing, of course, could be happier than industry regulating itself in the public interest. Before the coming of the new competition, when each manufacturer played a lone hand, such an idea would have seemed fantastic. Today, with hundreds of trade associations in the field, and more organizing every year, a margin of organized self-discipline becomes increasingly conceivable. The gas companies and some insurance groups appear actually to have done it."

"As to the question of high prices

guaranteeing high quality, the following quotation from the Bureau's (of Standards) report is of peculiar interest: 'One of the *best* heaters, as far as combustion is concerned, had a burner cheaply built of light sheet metal of doubtful strength and durability; one of the *worst* was strongly built of the best materials and beautifully machined throughout.' Five appliances completely burned the gas supplied to them under Washington conditions, and four did not. Both groups contained heaters which combined certain mechanical characteristics, but no feature of construction, or anything but a test of performance could eliminate the dangerous appliances. In this field a performance specification, and that alone, can protect the consumer.

"It is a pleasure to point out that the gas industry, seeing clearly the danger both to the public and to its own best interests, has organized a well-equipped and competently manned certification laboratory."

"A large gas company which recently made a test of gas ranges to assure safety and efficiency, increased its sales five times in about three years. This was the public's response to the scientific protection extended."

Passes Available For Steel Treaters' Show

MEMBERS of the American Gas Association may secure passes for the convention and exhibition of the American Society for Steel Treating, to be held at Detroit, Mich., Sept. 19 to 23. A feature of the exhibition will be the large exhibit of the American Gas Association. The passes may be had by writing A. G. A. Headquarters.

Among the many papers to be presented at the convention are the following:

"Uses of Gas in Steel Treating and Forging," by W. M. Hepburn, Surface Combustion Co., New York, N. Y.

"Gas Carburization of Steel," by R. G. Guthrie and Dr. O. J. Wozasek, The Peoples Gas Light and Coke Co., Chicago, Ill.

U. G. I. Pays Tribute to Higher Things of Life

Bronze Tablet Placed on Building Marking Birthplace of Famous Hymn "He Leadeth Me"

ON July 19 a bronze tablet was placed by The United Gas Improvement Company on its new building, Broad and Arch Streets, Philadelphia, Pa., as a permanent marker of the birthplace of the hymn "He Leadeth Me" and of the historic fact that the First Baptist Church once stood on the present site of the company's building. The tablet was erected on the Arch Street side of the building. It bears the date of June 1, 1926. Erection was delayed by the building of the new U. G. I. structure and the construction of the subway.

Full-sized and framed photographs of the tablet have been presented to the First Baptist Church, 17th and Sanson Streets, to Brown University, Providence, R. I., and to Rochester Theological Seminary. The Rev. Dr. W. H. P. Faunce, president of Brown University, said in a letter thanking the U. G. I. for the photograph:

"With surprise and pleasure I have received your letter regarding the placing of the bronze tablet in memory of Dr. Joseph H. Gilmore.

"Especially do I value the last sentence in your letter stating that the photograph comes from business men 'who believe in

and try to live up to the higher and better things of life.' Too long has there been a separation in America between the man of thought and the man of action, the man of practical business sagacity and the man of aesthetic and religious ideals and inspirations. Your letter, and still more the act of placing the tablet itself, is a tribute to the idealism of the business men of Philadelphia which we very warmly appreciate."

The Rev. Dr. Clarence A. Barbour, president of

Rochester Theological Seminary, wrote:

"I have at this writing in my office the beautiful full-sized photograph of the bronze tablet erected by The United Gas Improvement Company as a permanent marker for the spot where Dr. Gilmore wrote the hymn 'He Leadeth Me.' I can hardly say to you how very greatly Rochester Theological Seminary, speaking through me, appreciates the thought of the company in erecting the tablet and the kindness shown to us by sending to us the photograph, so beautifully and tastefully framed. Please be assured that it will be one of the cherished possessions of the Seminary.

"I have frequently supplied the pulpit

(Continued on page 566)



Tablet with which the U. G. I. Company honors sacred history

TIDE OF MEN AND AFFAIRS

Wigginton E. Creed Dies Suddenly in California

WIGGINTON E. CREED, president of the Pacific Gas and Electric Company, director of various public utilities throughout the United States and widely known man in his field, died at San Francisco, Aug. 6, following a stroke of apoplexy.

Even since 1915 when Mr. Creed, as attorney for the People's Water Company of Oakland, became a vital factor in the hectic affairs of the reorganization, he has been known as an authority on public service corporations. His readjustment of that organization brought him its presidency. He remained such until 1917, when it was involved in another reorganization and merger out of which grew the East Bay Water Company. Mr. Creed was given the presidency of that company and held it until 1920 when he succeeded the late Frank Drum to the presidency of the Pacific Gas and Electric Company.

He was born in Fresno, February 8, 1877. He was graduated from the University of California in 1898, started the practice of law two years later and continued until 1922 when the pressure of his other affairs forced him to abandon his law practice.

THE DUTIES of general superintendent of the Spokane Gas and Fuel Company, Spokane, Wash., left vacant by the death of Walter C. Coakley, have been taken over by Roy Hoffman, as superintendent of production, and Charles Melrose, as superintendent of distribution.

Mr. Hoffman graduated from the engineering college of the University of Colorado in 1919, after which he spent a year as student engineer in the Doherty training school, at the Denver Gas & Electric Company, now the Public Service Company of Colorado. The second year was spent in the Construction Department, building gas tanks.

He was transferred to Spokane in November, 1921, as efficiency engineer at the plant and, in 1922, was advanced to plant foreman. In November of 1925 he was made assistant general superintendent.

Mr. Melrose is another veteran Doherty man, his entire business career having been spent with the organization. He is a graduate of the engineering college of Washington State College. He is a member of Sigma Tau, honorary engineering fraternity.

After graduation in 1917 he spent a year in

the cadet training school of the Doherty organization in Denver. Then six months were spent in the navy training school in Seattle, after which he returned to Spokane, his home, and worked for the Spokane Gas & Fuel Company until 1925, when he was transferred to the City Light and Traction Company in Sedalia, Mo., as superintendent of the gas department. From there he went to Toledo Edison Company's Industrial Sales Division. In March, 1927, he returned to the Spokane company as industrial engineer, which position he retains in addition to his duties as superintendent of distribution.

H. R. STEPHENSON, for the last eleven years sales manager of the Sioux City Gas and Electric Co., has been appointed commercial agent for the Des Moines Gas Company to succeed E. H. Martin, according to an announcement by H. R. Sterrett, vice-president and manager of the Des Moines Gas Company.

Mr. Stephenson will have charge of an enlarged sales department covering gas equipment for home, commercial, and industrial use.

Mr. Stephenson has been with the United Gas Improvement Company, of which both the Des Moines and Sioux City companies are subsidiaries, for more than seventeen years. He was connected with the Northern Indiana Gas & Electric Company and the New Gas Light Company of Janesville, Wis., prior to going to Sioux City.



W. J. Hinchey

W. J. HINCHEY, of the engineering department of the Gas Service Company, Kansas City, Mo., has been appointed operating superintendent of the company by B. C. Adams, vice-president and general manager. Mr. Hinchey will handle the details of operations of the companies in the three states, Kansas, Missouri, and Oklahoma, which make up the organization.

He has been handling the engineering and operating details of the properties for some time but he now bears the title of operating superintendent.

Mr. Hinchey is a well-known gas man and he has a host of friends, especially in the Mid-Continent area. He has been in the gas business for more than twenty-seven years, starting back in Pennsylvania in 1900.

His first job with a gas company was at Bradford, Pa., where he obtained employment as fitter's helper. At this time his

brother was general superintendent of this company, and Bradford was one of the first towns to have natural gas piped into it, as it was located in the heart of the oil and gas fields of Pennsylvania.

In 1908 Mr. Hinchey went to Kansas City, joining the Kansas Natural Gas Company. He worked first as inspector of house piping and meters in Kansas City, a few years after natural gas had replaced manufactured gas in the city. After this came a position of testing and operating field meters.

He joined the Union Public Service Company, operating in eastern Kansas, in 1923, and took the position of general superintendent. Shortly after he joined this organization these properties became subsidiaries of the Gas Service Company. That brought Mr. Hinchey back to the Henry L. Doherty organization and he has since been in the engineering and operating department.

LOUIS STOTZ, who has been connected with the sales department of the National Refrigerator Company, New Haven, Conn., has resigned. Mr. Stotz was for many years secretary of the National Commercial Gas Association, and later became secretary of the Commercial Section of the American Gas Association. He was also assistant secretary-manager of the A. G. A.

No announcement of his future plans has been made.



Blank & Stoller
F. C. Weber

He is Past-Chairman of the Technical Section of the American Gas Association, a member of the Advisory Council of the American Gas Association, and now chairman of the Technical Research Committee.

HARRY MERRILL HITCHCOCK has resigned as publicity manager of The Union Gas & Electric Company, of Cincinnati, to join the editorial staff of *The Printers' Ink* Publications, New York.

He was formerly with the *New York World* and, at one time, he was a member of the financial news staff of the *New York Times*.



The book in the center contains the letters written to Henry L. Doherty by his friends and associates on his fifty-seventh birthday. Every writer of the book has been given a copy of the photograph

J. M. LEE has been appointed assistant to the vice-president in charge of operation, Julius L. Hecht, of the Public Service Company of Northern Illinois.

As assistant to the vice-president, Mr. Lee will be in charge of design and construction and will handle such other work as may be assigned to him by Mr. Hecht.

Mr. Lee began his services with the company as fire inspector in 1910. In 1911 he became engineer in charge of station No. 5, Oak Park, and in the following year he was made engineer in charge at Blue Island, Joliet and Kankakee. In 1914 he came to the general office as an assistant in the engineering department. In 1918 he was made assistant mechanical engineer. Some time later he was made construction engineer which position he held prior to his present appointment.

R. A. Whitney has been appointed construction engineer, succeeding J. M. Lee.

Mr. Whitney began as fuel engineer in 1915; he held this position until 1921 when he became an assistant engineer in the general office. In 1925 he was made assistant construction engineer, which position he held up to the time of his present appointment.

GEORGE ST. J. PERROTT, of North Dakota, has been appointed superintendent of the Pittsburgh Experiment Station of the United States Bureau of Mines, Department of Commerce. Mr. Perrott succeeds Arno C. Fieldner, recently promoted to the post of chief engineer, Division of Experiment Stations. The Pittsburgh station is the largest of the eleven experiment stations of the Bureau of Mines, and is one of the notably large research institutions of the world. As superintendent, Mr. Perrott will direct the activities of approximately two hundred scientific, technical and other employees in the conduct of various investigations dealing with safety in mining, the elimination of waste in the mining and metallurgical industries, and the technology of fuels, gases, and explosives.

Mr. Perrott, who has been a member of the staff of the Bureau of Mines for the past ten years, has established a reputation as a research specialist in the technology of explosives and in the physical properties of coal and coke.

Mr. Perrott is a graduate of the University of North Dakota and took a post-graduate course in physical chemistry at Princeton University. In 1917, he joined the staff of the Bureau of Mines. During the World War, he was commissioned as First Lieutenant in the Chemical Warfare Service and was in charge of a unit of the Gas Mask Research Section.

At the end of the war, Mr. Perrott made a study of the carbon-black industry, the results of which were published in Bulletin 192 of the Bureau of Mines, the most elaborate treatise on this subject ever published. In 1919, as chemist with the commission which investigated the problem of smoke abatement in Salt Lake City, he investigated the coking properties of Utah coals.

During the period of 1920-23, at the Pittsburgh and Tuscaloosa, Alabama, mining experiment stations, he investigated problems in connection with the cleaning of coal and the properties of metallurgical coke. He initiated the Bureau's work on the experimental investigation of the combustion zone in the blast-furnace hearth. In 1925, he was appointed Assistant Chief Explosives Chemist and was placed in charge of the Explosives Section at the Pittsburgh Experiment Station.

EDMUND S. DAVIS, JR., assistant to research engineer, The American Gas Company, Philadelphia, Pa., is now with the Brooklyn Borough Gas Company. His position is superintendent of manufacture.



Frederic Egner and Miss Vogelsang

First Woman Employee of a U. S. Gas Company

PICTURED here are Frederic Egner, well-known consulting engineer of the gas industry and member of the famous "Old Guard," and Miss A. M. Vogelsang, who has the distinction of being probably the first woman ever employed by a gas company.

According to a recent communication from Mr. Egner, Miss Vogelsang was with the Laclede Gas Light Company, St. Louis, Missouri, from 1886 to 1890. She succeeded John A. Tompkins, who was works' clerk and who still is with that company in the accounting department.

Miss Vogelsang kept all the books of the works, took the photometer twice a day, made a chemical analysis once in a while—sulphur and ammonia tests—and handled the payroll.

CLIFFORD E. PAIGE, vice-president of the Brooklyn Union Gas Company, Brooklyn, N. Y., and treasurer of the American Gas Association, has been elected a trustee of the Brooklyn Trust Company.

CHARLES H. PORTER, comptroller, Cambridge Gas Light Company, Cambridge, Mass., is now in the Department of Economics, Massachusetts Institute of Technology, Cambridge, Mass.

CRAIG S. BARTLETT, assistant on sales results to vice-president in charge of sales, The Public Service Electric and Gas Co., Newark, N. J., is now connected with the Burdick & Company, Inc., 30 Broad St., New York, N. Y.

F. A. SCHAEFER, local manager, Sumter Gas and Power Company, Sumter, S. C., is now at Salem, N. J., with the Salem Gas Light Company.

Affiliated Association Activities

The Pacific Coast Gas Association

THE Pacific Coast Gas Association will hold its 34th annual convention at Santa Cruz, California's popular resort, September 12 to 16, inclusive, with headquarters at the Hotel Casa Del Rey.

A record attendance is anticipated. A business program has been prepared that equals the splendid ones this Association has provided in the past. There will be an exhibit of appliances bearing the Blue Star approval seal. Entertainment features include: First aid contest, tea and reception for ladies, dancing, golf, automobile trip to Big Basin, public relations stunt night, scenic drive, etc.

The program is as follows:

GENERAL SESSIONS

September 12

Opening Address, by John L. McNab, attorney.

President's Address, W. S. Yard.

The Association's Research Fellowship, by C. B. Lipman, dean, graduate Div., Univ. of Calif.

REPORTS

September 13

The American Gas Association, by A. B. Macbeth, President, A. G. A.

The Ideal Behind the Blue Star Approval Seal, by R. M. Conner, director, A. G. A. Laboratory.

The Tools of Management, by J. H. Jackson, Prof. of Accounting, Stanford Univ.

The Passing of Public Ownership, by Dr. Geo. L. Hoxie, So. Calif. Edison Co.

September 15

Joint Meeting of Commercial and Public Relations Sections.

Operation of Home Service Department, Report, by J. C. Gilbert, Southern Counties Gas Co.

The Cold Cream Slant, by Ella M. Lehr, Pacific Gas and Electric Co.

Influencing the Conduct of the Home, by Margaret Plumpton, Univ. of Calif., Extension.

New Business and Rate Structures, by F. M. Banks, Central Counties Gas Co.

September 16

The Newer Thought in the Gas Industry, by F. J. Schaferm, So. Calif. Gas Co.

Give Way to the Accountant, by R. E. Blight, vice-president, State Board of Accountancy.

The Gas Companies, the Railroad Commission, and the Public, by a member of the commission.

Interesting and varied programs have been prepared for the Accounting, Commercial, Public Relations, and Technical Sections. Lack of space prohibits printing them.

The feature of the Tuesday special luncheon will be a three-minute speaking contest between representatives of gas company members and on Thursday between representatives of manufacturer members. An advertising exhibit will also be arranged, and *Balloon Juice*, the convention newspaper, will be published on Tuesday, Thursday and Friday, edited by J. Chas. Jordan.

New Jersey Gas Association

THE summer outing of this Association will be held Wednesday, September 14, at the Cohanzick Country Club, Bridgeton, N. J. A day of real sport is ahead for the members and their guests, as this country club is one of the most beautiful in the state, and possesses a nine-hole golf course that cannot be surpassed. This is the first time in the history of the club that an outside organization has been extended the privileges of the club.

Several special golf events have been arranged that will test the prowess of the divot-wielders, and for those who claim innocence from the Scottish pastime there will be many other games. Marble shooters, baseball throwers, runners, and jumpers will all have a chance to beat the other fellow.

In case of rain a special program of indoor sports has been arranged.

An old-fashioned chicken pot pie and baked ham dinner will be served by a "colored mammy" who knows her way around a gas range, according to the announcement of Louis Stoecker, sec.-treas. of the association. Dinner tickets are \$1.50 each, and this covers all expenses for the day except greens fee, etc.

Jacob B. Jones, chairman of the committee on arrangements, promises a "big day to all."

Empire State Gas & Electric Association

THE annual convention of this Association is to be held at Lake Placid Club, Lake Placid, N. Y., October 6 and 7, with headquarters at the Lakeside Club House.

Already famed for the excellence of its business programs, and for the quality of the entertainment, this Association again is offering a bill-of-fare that will appeal to all members. All business will start at 9:30 A.M., and afternoons will be devoted to pleasure.

An interesting program of golf has been arranged, including a men's tournament over the new 18-hole course. New wrinkles in golf, including a men's sweepstakes tournament, will be featured, and there will also be a women's tournament over the nine-hole course. W. C. Fisher and Miss Helen A. Smith are in charge of the tournaments, respectively.

A bridge party for ladies and other entertainment will fill a well-rounded program. The annual banquet and reception will be held the evening of October 6, at which golf prizes will be presented and the President's reception and dance held. The regular program of club activities provides for auto trips, music, movies, tea, etc., and in addition special arrangements will be made.

An especially interesting business program has been arranged, materially as follows:

October 6

President's Address.

Public Utility Financing, by W. J. Fitzpatrick, chief accounting division, Public Service Commission.

Utilization of Water Resources, by Paul S. Clapp, managing director, N. E. L. A.

What the Public Should Demand of the Gas Company, by F. C. Hamilton, H. L. Doherty Co.

October 7

Report of N. Y. State Comm. on Public Utility Information, E. H. Rosenquest, chairman.

Report of Subcommittee on Public Speaking, F. W. Smith, chairman.

Progress Report on Use of Light Traps for Control of Insects, by Prof. P. J. Parrott, N. Y. State Agricultural Experiment Station.

An Experiment in Industry Cooperation—the New England Conference and the Gas and Electric Company, by Samuel Ferguson, President, Hartford Electric Light Co.

The Utility and the Public, by Geo. B. Cortelou, President, Consolidated Gas Co. of N. Y.

Wisconsin Utilities Association

THIS association has moved its offices from 443-445 Washington Building, Madison, Wis., to Room 203, University Building, 432 Broadway, Milwaukee, Wis., according to announcement of John N. Cadby, executive secretary.

Southern Gas Association

THE fourth annual gas meter lecture course given by this Association was held in the laboratory and shop of the Birmingham Electric Co., Birmingham, Ala., Aug. 17, 18, and 19.

A large number attended the course, and it was the consensus of opinion that this year the program set a new high record, excelling even the fine courses held in the past.

Among the papers presented were the following:

"A discussion of the problems of maintaining the meters in a syndicate of small companies," J. A. England, Service Engineer, Georgia Power Co., Atlanta, Ga., and William Caster, Gen. Supt. Meter Dept., U. G. I. Co., Philadelphia, Pa.

"Measurement of gas volume and pressure with flow meters," J. L. Baldwin, Republic Flow Meter Company, Birmingham.

"Measurement of gas by the Impeller type displacement meter," D. C. Warren, Roots Company, Connerville, Ind.

"Measuring gas in large volumes, high and low pressure," J. C. Diehl, Metric Metal Works, Erie, Penn.

"A discussion of governors for low, intermediate and high pressures," F. Gaunt, Reynolds Regulator Co., Anderson, Ind.

"Why the meter connection?" Henry Dugger, Lattimer-Stevens Co., Columbus, Ohio.

"Designing a new meter repair shop," B. H. Elliott, Birmingham Gas & Elec. Co., Supt. Gas Dept., Birmingham, Ala.

"A discussion of the methods used to convince the consumer of the accuracy of the meter," Frank R. Mitchell, Georgia Power Co., Atlanta, Ga.

"A discussion of whether meters should be set in or under the house in Southern cities," Gene Stern, Alabama Power Co., Birmingham, Ala.

The afternoons were devoted to shop practice on handling meters in shops, testing, tinning, putting in diaphragm and testing for leak, show motion test, painting, etc.

AS of September 1, 1927, the office of the former National Gas Association of America, Oliver Bldg., Pittsburgh, Pa., has been discontinued. All communications should now be addressed to the Natural Gas Department, American Gas Association, 420 Lexington Ave., New York, N. Y.

ACCOUNTING SECTION

A. L. TOSSELL, Chairman

EDWARD PORTER, Vice-Chairman

H. W. HARTMAN, Secretary

Bibliography of Public Utility Books

Prepared by Illinois Committee on Cooperation
with Educational Institutions

THE following bibliography of books on public utilities has been prepared by the Committee on Cooperation with Educational Institutions of the Illinois Gas Association:

I. SOME BOOKS ON PUBLIC UTILITIES

- Nash, L. R.—"Economies of Public Utilities," 1925—\$4.00—McGraw-Hill.
- Ignatius, Milton B.—"Financing of Public Service Corporations," 1922—\$5.00—Ronald Press.
- Bauer, John—"Effective Regulation of Public Utilities," 1925—\$2.50—McMillan.
- Raymond, W. G.—"The Public and Its Utilities," 1925—\$3.50—Wiley & Sons, Inc.
- Spurr, Henry C.—"Guiding Principles of Public Service Regulation," Three Volumes, 1924, 1925 & 1926—\$10.00 per volume—Public Utilities Reports, Inc.
- Morgan, C. S.—"Regulation and Management of Public Utilities," 1923—\$2.50—Houghton Mifflin.
- Cooke, Morrison L.—"Public Utility Regulation," 1924—Ronald Press.
- Norman, O. E.—"Romance of the Gas Industry," 1922—McClurg & Company.
- Kennedy, S. M.—"Winning the Public," 1924—\$2.50—McGraw-Hill.
- Hammond, W. M.—"Accounting Method and Procedure of Electric, Gas & Water Utilities," 1925—\$5.00—LaSalle Extension University.
- Insull, Samuel—"Central Station Electric Service," Privately Published.
- Insull, Samuel—"Public Utilities in Modern Life," Privately Published.
- Lincoln, Edmond E.—"The Results of Municipal Electric Lighting in Massachusetts," 1918—Houghton Mifflin Co.
- Lyndon, Lamar—"Rate Making for Public Utilities," 1923—\$2.00—McGraw-Hill.
- Pond, Oscar L.—"Law of Public Utilities," 1925—\$10.00—Bobbs-Merrill Co.
- N. E. L. A.—"Political Ownership & the Electric Light & Power Industry," 1925—\$2.00—N. E. L. A.
- "Public Utility Reports"—5 volumes each year, Published by Public Utilities Reports, Inc., 20 Exchange St., Rochester, N. Y.

- Barker, Harry—"Public Utility Rates," 1917—McGraw-Hill Book Company.
- Grunsky, Carl E.—"Valuation, Depreciation and the Rate Base," 1917—John Wiley & Sons.
- Hartman, Harleigh H.—"Fair Value," 1920—Houghton Mifflin & Company.
- Maltbie, William H.—"Theory and Practice of Public Utility Valuation," 1924—McGraw-Hill Book Company.
- Riggs, Henry E.—"Depreciation of Public Utility Properties and Its Relation to Fair Value and Changes in the Level of Prices," 1922—McGraw-Hill Book Company, Inc.
- Beale, Joseph H. & Wyman Bruce—"Cases on Public Utilities," 2 Volumes, 1920—Harvard University Press.
- Smith and Dowling—"Cases on the Law of Public Utilities," 1926—West Publishing Company. (Very good.)
- Wherry, William M., Jr.—"Public Utilities and The Law," 1925—The Writers Publishing Company, Inc., New York.
- Whitten, Robert H.—"Valuation of Public Service Corporations—Legal and Economic Phases of Valuation for Rate Making and Public Purchase," 2 Volumes, 1924—The Banks Law Publishing Company, New York.
- Wyman, Bruce—"The Special Law Governing Public Service Corporations," 2 Volumes, 1921—Baker Voorhis & Company.

II. BOOKS NOW IN PREPARATION

- Glaeser, Martin G.—"Public Utility Regulation." (Will be off the Press Jan. 1.)
- Knowles & Bailey—Professors of Accounting at Northwestern University are writing "Accounting Procedure for Public Utilities." In press—ready soon—A. W. Shaw Co.
- Jones, Eliot—Professor of Transportation at Leland Stanford University is preparing a book on the regulation of Public Utilities.
- Simpson, Herbert D.—"Public Utility Taxation." (Will be off the Press soon.)—A. W. Shaw Co.
- Lagerquist, Walter E.—"Materials for the Study of Public Utility Finance,"—A. W. Shaw Co.

III. MAGAZINES

- "Journal of Land & Public Utility Economics"—\$5.00 per year—Published by Institute for Research in Land Economics and Public Utilities, Northwestern University, Chicago.

Segeler Writes About Some European Impressions

GEORGE SEGELER, industrial editor, American Gas Association, is now in Europe making a six weeks' inspection tour of gas works. Abstracts from two letters received from him are given below:

"Of Germany there are two outstanding features. First, their gas industry is striving as hard as possible to emulate what they call American standards. Our MONTHLY is read, translated and discussed, in great detail, nor is that all, for every bit of American gas news is eagerly sought for. My own reception was one of greatest delight to me, but they assured me that it had immense value for them. Important American news is reprinted in special editions in German—our industrial handbooks are heavily used in abbreviated form and special articles. For that matter all English modern books are available and in great demand. It seems likely that we have great influence and weight there. However, on further gas matters, they expect shortly to adopt A. G. A. gas cocks for their standard. They are undertaking an industrial research program modeled on ours.

Second, all of this is to be accomplished in the face of cheap labor. Approximately 150 cu.ft. of gas can be purchased by a German workman for one hour of his labor. An American worker in the same grade can easily buy 750 to 1000 cu.ft. for one hour. This condition is of course the aftermath of the war and is most appalling.

The Central German Gas Organization is very much larger than our A. G. A., but is operated and subdivided into much the same divisions. They have, however, strong representation with the coal mining operators, labor and the state, etc., to insure fairness in establishing coal prices, settling strikes, and so forth."

"On every occasion that brings me to Switzerland, I am so impressed with its natural beauties that everything else is almost overshadowed. Yet, on this trip, the kindness of Mr. Escher, President of the Swiss Gas Association and Director of the Zurich Gas Company, the largest in Switzerland and of Mr. Zollikofer, Secretary-Manager of the Swiss Association, was even more significant than any scenic wonders.

"Not only that I was graciously invited to their homes for dinner, but also because both gentlemen insisted on being my guide to every point which they thought of interest to a visiting American gas engineer. Mr. Escher, like most of the European executives, is the active chief operating engineer of the company be-

sides serving in the many capacities which we term principal management.

"Domestic customers stagger under a heavy price because the net profits turned over to the municipality from gas operations amounting to Fr. 10,000,000 were a little over Fr. 2,000,000, paid into the city coffers. In effect the profit in other words more than 20 per cent net is an indirect tax pretty generally distributed over the population, for almost all are gas users. This is not confined to Switzerland.

"Incidentally, both Mr. Escher and Mr. Zollikofer follow every American development with greatest interest and questioned me at length about every phase of our American gas industry.

"Although it is difficult for them, they read *Gas-Age Record*, *Industrial Gas* and the A. G. A. MONTHLY more religiously, I imagine, than many of our own people.

"P. S. I almost forgot to tell you about my greatest surprise. I took a plane up to Munich and during the day, I visited Herr Ludwig. He showed me around and finally took me to the basement of a large office building. Here he had set up what looked like our entire 1926 convention show from Atlantic City. He said it represented nearly a shipload of American gas appliances. He plans to test them and incorporate the best that is in them in the new German gas appliances."

THE ATLANTIC GAS COMPANY, a newly formed holding company, has acquired the control of the newly formed Elizabeth and Suburban Gas Company, Elizabeth City, North Carolina, the Henderson and Oxford Gas Company, Henderson, North Carolina, and also of the Rock Hill Gas Company, Rock Hill, South Carolina.

The Elizabeth and Suburban Gas Company has purchased all the assets of the Southern Gas Improvement Company in Elizabeth City. The Henderson and Oxford Gas Company has purchased all the assets of the Southern Gas Improvement Company in Henderson and Oxford, North Carolina.

The three subsidiary companies will be operated by the holding company with headquarters in the Bullitt Building, Philadelphia.

The local managers of the subsidiary companies are: G. V. Jenkins, formerly manager of the gas company in Henderson, now in charge of the Rock Hill Gas Company; J. T. Stallings, formerly manager of the Elizabeth City Gas Company, now manager of the Henderson and Oxford Gas Company; Z. C. Wagoner, local manager of the Elizabeth and Suburban Gas Company and District Manager of all three plants. Mr. Wagoner's headquarters will be in Elizabeth City, North Carolina.

PUBLICITY AND ADVERTISING SECTION
 HARLOW C. CLARK, Chairman E. FRANK GARDINER, Vice-Chairman
 CHARLES W. PERSON, Secretary

Installing Better Forms of Rates for Gas

**A Few Comments That Will Be of Actual Assistance
 in the Inauguration of Progressive Rates**

By C. S. REED
 Rate Consultant, American Gas Association



C. S. Reed

WHEN SHOULD THE
 GAS RATE FORM BE
 CHANGED?

A CERTAIN gas company is earning a return of almost the total amount to which it is entitled. The manager of the company, however, realizes that his rate structure, which is of the flat-meter type, is unsound. He believes that much additional load can be obtained with a better rate form under which the company would no longer be compelled to carry a large percentage of its customers at a loss. He further realizes that changes are necessary in order to meet the direct competition of electricity, coal, and oil, and indirect competition of the bakery, delicatessen, laundry, and small restaurant.

The company officials are willing to accept a decrease in revenue in order to put new rate forms into effect. However, when these new forms are designed, it is found that about 60 per cent of the bills are increased by any rate which even partially corrects the inequality of the present schedule. The question therefore arises as to the expediency of making a change at this time.

"Our customers," says the manager, "are fairly well satisfied with the present rate and a change which increases any bills will have a bad effect upon public relations."

We would do well to consider the alternative time for the installation of new

rate forms. If we wait until it is necessary to ask for increased revenue, an even greater percentage of the customers would be increased, possibly all of them, thus making the rate more troublesome as regards reception by the public. The installation of service charges as increases in rates was undoubtedly the main cause of the unpopularity of such charges in some towns.

The service charge came as an added charge for which the customer received nothing additional, not even better service in most cases. The service charge came as an addition to every bill and the form of the rate received the blame for the increase in amount. Surely the industry does not want to wait and duplicate its past experience.

On the other hand, when a company is willing to take a decrease in revenue or to offer its customers an even trade, it can offer a decided cut in the commodity rate per thousand to all customers in exchange for a service charge or a "first few hundred" charge. The customers will consider such a scheme much more favorably when the benefit therefrom is apparent in the shape of a low rate per thousand available to every customer for all additional gas.

IS NEWSPAPER ADVERTISING WORTH WHILE IN CONNECTION WITH THE INSTALLATION OF NEW RATE FORMS?

We must remember that the attitude of the customer is naturally somewhat along the following lines:

"The new gas rate is being asked for

by the company. Therefore it must mean more money to the company.

"The rate cannot mean more money to the company unless it means more money out of the pockets of the customers.

"If the rate means more money out of me, it must be an increase. Therefore I am against it."

No change in gas rate form should be made without a proper amount of educational work, especially among the employees.

Newspaper advertising should be of considerable value from the following angles:

1. As a means of educating the employees. The day before each advertisement is run, copies should be put on company bulletin boards, with further explanations, if any are needed. Thus, the employee, when the public announcement is made and a customer asks concerning the new rate, need not answer, "You know as much about it as I do."

2. As a matter of record. To assure publicly the customers that you are not trying to "slip something over."

3. As a definite statement of facts to back up the employees in explaining the rate to customers. Each employee should be requested to cut out and save a copy of each advertisement.

4. As actual educational matter to those customers who read advertisements.

5. As a means of providing newspaper reporters with actual facts upon which to base their news articles, instead of permitting them to draw upon their imaginations.

If the company officials think it worth while to advertise appliances, they certainly should not object to telling the customers about a rate change. Silence breeds suspicion.

Receivers in equity have been appointed in U. S. District Court for the Servel Corporation, in suit filed by T. R. Pugh, a noteholder creditor for \$10,000. Courtlandt Nicholl and Frank E. Smith have been appointed receivers on joint bond of \$25,000.

Another Municipal Gas Plant Proves Failure

AFTER experimenting 13 years with municipal ownership and finding the burden growing heavier each year, Huntington Beach, California, has sold its gas distribution system to a private company. The problem of raising funds to build a network of mains in new residential territory had much to do with the change.

Faced with an increase in gas rates, the voters decided by a majority of seven to one to sell the system. Consumers say that they are now getting better service at cheaper rates than they paid under municipal ownership.

Huntington Beach is the fourth California city to quit the gas business in the last few years. The others were Avalon, Newport Beach, and Santa Clara.



The Chicago South Shore and South Bend Railroad carried away unusual honors with the above poster at the sixth annual Exhibition of Advertising Art held recently in New York. The poster received two medals. E. Frank Gardiner is in charge of the advertising of the company.

MANUFACTURERS SECTION

W. E. STEINWEDELL, Chairman

H. L. WHITELAW, Vice-Chairman

C. W. BERGHORN, Secretary

What to See at the Chicago Exhibition

Booths Have Been Allotted to Those Exhibitors Who Have Contracted for Space at the Convention Show

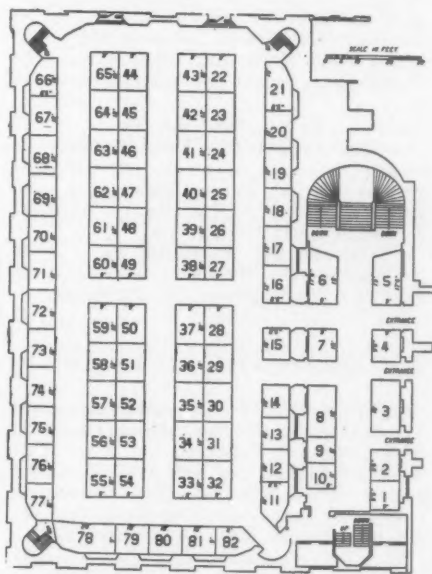
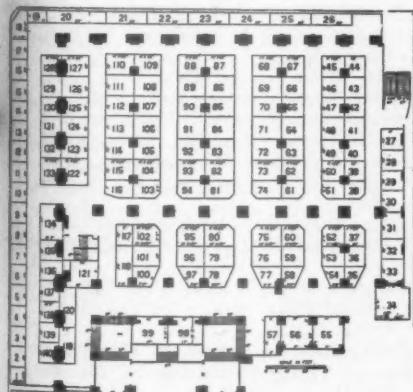
THE following is the list of exhibitors at the Ninth Annual Convention of the American Gas Association, Hotel Stevens, Chicago, Ill., Oct. 10-14, with the allotted booth numbers. The list is as of August 20.

This year there will be three exhibits, one in the basement, one in the ballroom, and one on the third floor of the hotel. This latter will be for the manufacturers of office equipment only.

BALLROOM

Abendroth Bros., Portchester, N. Y.	38
A-B Stove Company, Battle Creek, Mich.	31
American Gas Journal, New York, N. Y.	9
American Meter Company, Chicago, Ill.	64
American Range Corp., Shakopee, Minn.	57
American Schaeffer & Budenburg Corp., Brooklyn, N. Y.	10
American Stove Company, St. Louis, Mo.	47
Blodgett Co., Inc., The G. S., Burlington, Vt.	69
Bristol Company, The, Waterbury, Conn.	11
Carbide and Carbon Chemicals Corp., New York, N. Y.	56

Chaplin-Fulton Mfg. Co., The, Pittsburgh, Pa.	51
Chicago Vitreous Enamel Product Co., Cicero, Ill.	39
Clark & Co. Div., Geo. M., Chicago, Ill.	49
Cleveland Gas Meter Co., The, Cleveland, Ohio	14
Cleveland Heater Co., The, Cleveland, Ohio	26
Connelly Iron Sponge & Governor Co., Long Island City, N. Y.	7
Cribben & Sexton Co., Chicago, Ill.	78
Crown Stove Works, Chicago, Ill.	40
Dangler Stove Co. Div., Cleveland, Ohio	60
Davis Emergency Equipment Co., Inc., New York, N. Y.	61
Dearborn Chemical Co., Chicago, Ill.	13
Direct Action Stove Co. Div., Lorain, Ohio	45
Dresser Manufacturing Co., S. R., Bradford, Pa.	52
Electric Indicator Corp., Stamford, Conn.	80



Right: Plan of booths for the exhibition hall in the basement of the Stevens. Left: Plan for the grand ballroom on the second floor

Cleveland Gas Burner & Appliance Co., The, Cleveland, Ohio	11	Lamneck Co., The W. E., Columbus, Ohio	128
Cleveland Trencher Co., Cleveland, Ohio ..	134	Lavino & Co., E. J., Philadelphia, Pa. ...	38
Clow & Sons, James B., Chicago, Ill.	122	Lawson Manufacturing Co., Pittsburgh, Pa.	12
Columbus Heating & Ventilating Co., The, Columbus, Ohio	9	Leeds & Northrup Co., Philadelphia, Pa.	36
Combustion Utilities Corp., New York, N. Y.	33	Link-Belt Company, Chicago, Ill.	103
Connersville Blower Co., The, Connersville, Ind.	133	Logan County Coal Corp., Cincinnati, Ohio	96
Consumers Construction Co., New York, N. Y.	48	Lovelkin Water Heater Co., Philadelphia, Pa.	82
Co-Operative Foundry Co., Rochester, N. Y.	16	Lunkenheimer Co., Cincinnati, Ohio	108
Cooper Oven Thermometer Co., The, Pe- quabuck, Conn.	67	McWane Cast Iron Pipe Co., Birmingham, Ala.	120
Cutler-Hammer Mfg. Co., The, Milwau- kee, Wis.	52	Magge Sales Company, Boston, Mass. ...	8
Detroit-Michigan Stove Co., Detroit, Mich. Garland Division	55	Magno Products, New York, N. Y.	35
Jewel Division	102	Majestic Mfg. Co., St. Louis, Mo.	23
Detroit Vapor Stove Co., Detroit, Mich. ..	51	Malleable Iron Range Co., Beaver Dam, Wis.	60
Drake Non-Clinkering Furnace Block Co., New York, N. Y.	105	Maxon Premix Burner Co., The, Muncie, Ind.	37
Dun-Rite Clock Device Co., New York, N. Y.	54	Mears-Kane-Ofeldt, Inc., Philadelphia, Pa.	87
Eclipse Fuel Engineering Co., Rockford, Ill.	26	Marco Nordstrom Valve Co., New York, N. Y.	73
Economy Governor Co., Anderson, Ind. ..	41	Mettler Co., Lee B., Los Angeles, Calif. ..	1
Electric Household Utilities Corp., Chi- cago, Ill.	85	Mid-West Incinerator Corp., Chicago, Ill.	58
Electrolux Servel Corp., New York, N. Y.	125	Milwaukee Gas Specialty Co., Milwaukee, Wis.	64
Estate Stove Co., The, Hamilton, Ohio ..	31	Mine Safety Appliances Co., Pittsburgh, Pa.	29
Fisher Governor Co., The, Marshalltown, Iowa	59	Minneapolis Heat Regulator Co., Minne- apolis, Minn.	110
Fuller-Warren Co., The, Milwaukee, Wis.	86	Moore Brothers Co., Joliet, Ill.	22
Gas Refrigeration Corp., New York, N. Y.	123	Mueller Furnace Co., L. J., Milwaukee, Wis.	121
General Brass Co., Detroit, Mich.	63	Mulcare Engineering Co., New York, N. Y.	40
Giant Manufacturing Co., Council Bluffs, Iowa	19	National Lead Co., New York, N. Y.	27
Globe Stove & Range Co., The, Kokomo, Ind.	76	National Refrigerating Co., New Haven, Conn.	127
Groble Gas Regulator Co., Anderson, Ind.	93	Ohio Foundry & Mfg. Co., The, Stueben- ville, Ohio	25
Hays Manufacturing Co., Erie, Pa.	10	Patrol Valve Co., The, Cleveland, Ohio ..	6
Hoffman Heater Co., The, Louisville, Ky.	74	Peerless Heater Co., Pittsburgh, Pa.	32
Home Incinerator Co., Milwaukee, Wis. ..	97	Permutit Company, The, New York, N. Y.	50
Hones, Inc., Charles A., Baldwin, N. Y. ...	3	Public Service Production Co., Newark, N. J.	111
Honeywell Heating Specialties Co., Wa- bash, Ind.	7	Public Service Stock & Bond Co., New- ark, N. J.	112
Imperial Brass Mfg. Co., The, Chicago, Ill.	39	Regent Stove Co., The, Wyandotte, Mich. .	114
Johnson Gas Appliance Co., Cedar Rapids, Iowa	14	Reynolds Gas Regulator Co., Anderson, Ind.	15
Kemp Mfg. Co., The C. M., Baltimore, Md.	20	Richmond Radiator Co., New York, N. Y.	18
Kitson Co., Philadelphia, Pa.	139	Robins Conveying Belt Co., New York, N. Y.	80
Klimatic Clothes Dryer Corp., New York, N. Y.	89	Roots Company, The P. H. & F. M., Con- nersville, Ind.	88
Kompak Co., The, New Brunswick, N. J.	101	Safety Gas Main Stopper Co., Brooklyn, N. Y.	77
		Sands Mfg. Co., The, Cleveland, Ohio	98
		Scientific Heater Co., The, Cleveland, Ohio	118
		Sexton Stove & Mfg. Corp., S. B., Bal- timore, Md.	62

Smith Mfg. Co., The A. P., East Orange, N. J.	90
Superior Sheet Steel Co., The, Canton, O.	65
Spencer Thermostat Company, Cambridge, Mass.	119
Sprague Meter Co., Bridgeport, Conn.	2
Stacey Bros. Gas Construction Co., Inc., The, Cincinnati, Ohio	61
Standard Calorimeter Co., The, East Moline, Ill.	49
Standard Gas Equipment Corp., New York, N. Y.	24
Sturtevant Co., B. F., Boston, Mass.	79
Sullivan Machinery Co., Chicago, Ill.	69
Superior Manufacturing Co., The, Carnegie, Pa.	107
Surface Combustion Co., The, Toledo, Ohio	34
Sweet & Doyle Foundry & Machine Co., Troy, N. Y.	21
Time-O-Stat Corp., The, Milwaukee, Wis.	57
Tinnerman Stove & Range Co., Cleveland, Ohio	75
Tyler Company, The W. S., Cleveland, Ohio	113
U. G. I. Contracting Co., The, Philadelphia, Pa.	91
Universal Smokeless Boiler Co., Ravenna, Ohio	4
Utilities Publication Co., Chicago, Ill.	53
Victaulic Company of America, New York, N. Y.	126
Welsbach Company, Gloucester, N. J. ..	68
Wilcolator Company, The, Newark, N. J.	109
Wilder Metal Co., Niles, Ohio	42
Wood Conversion Co., Chicago, Ill.	72
Youngstown Pressed Steel Co., The, Warren, Ohio	84

THIRD FLOOR

OFFICE EQUIPMENT MANUFACTURERS

Celotex Company, The, Chicago, Ill.
Burroughs Adding Machine Co., Detroit, Mich.
Ditto, Incorporated, Chicago, Ill.
Felt & Tarrant Mfg. Co., Chicago, Ill.
General Office Equipment Corp., New York, N. Y.
Jamestown Metal Desk Co., Jamestown, N. Y.
Kalamazoo Loose Leaf Binder Co., Kalamazoo, Mich.
Proudfit Loose Leaf Co., The, Grand Rapids, Mich.
Rand Kardex Service, Div., New York, N. Y.
Remington Typewriter Co., New York, N. Y.
Underwood Typewriter Co., New York, N. Y.

APPLICATIONS PENDING

Celotex Company, The, Chicago, Ill.
Combustion Engineering Corp., New York, N. Y.
General Motors Truck Co., Detroit, Mich.
Nye Tool & Machine Works, The, Chicago, Ill.
Vesta Gas Range & Mfg. Co., Chicago, Ill.
West Bend Aluminum Co., West Bend, Wis.

U. G. I. Pays Tribute

(Continued from page 553)

of the First Baptist Church in Philadelphia, and am expecting to do so on September 11, 1927. I shall certainly use that opportunity to go to your Broad Street site and see the tablet with my own eyes."

The Rev. Ivan Murray Rose, pastor of the First Baptist Church, wrote:

"Your good letter received, informing me of the fact that you are placing the tablet on your building on Tuesday.

"Unfortunately, I shall be out of town on my way to Europe and shall have to wait to see it until my return. However, we have just received the excellent mounted photograph of the tablet and appreciate your courtesy greatly in remembering us in this way.

"It is a most excellent piece of work and reflects very definite credit upon yourself and your company."

Information that paved the way for the erection of the tablet was given in a recent issue of the MONTHLY.

Interesting Use for Gas in New Cleveland Hotel

THE gas-fired steam boiler has again demonstrated its versatility of application in a recent installation for hotel use. The immediate response of gas to regulation makes it ideal for producing the instant hot water necessary in a hotel kitchen.

When the new Allerton Club residence in Cleveland was being built, it was desired to eliminate any heat-producing installations which would involve fuel storage or stoking. Steam for heating the hotel was secured from the municipal plant, but a large gas-fired boiler was installed to furnish the high-pressure steam for the steam tables in the hotel kitchen. Its instant response to automatic control makes it ideal for this use. Were a hand-controlled heating plant to be used to meet the Allerton's kitchen demands, it would entail a larger staff, and less convenience all round.

Because gas lends itself so readily to automatic control, it is being adopted for heating purposes in many unique and unusual ways, and it is apparent that there is a wide market for the gas industry in hotels of the present and future.

INDUSTRIAL GAS SECTION

H. O. LOEBELL, Chairman

C. W. BERGHORN, Secretary

F. C. MACKEY, Vice-Chairman

Third School for Industrial Salesmen to Be Held September 19 to October 1

Interesting and Important Subjects Covered in Program; Record Attendance Is Expected

THE Third School for Industrial Gas Salesmen, offered by the Industrial Gas Section Committee on Education of Gas Company Personnel, will be one of the most comprehensive sales courses ever offered. A program consisting of leaders in the merchandising world, as well as those best qualified to speak from the gas company and manufacturer viewpoint, has been arranged, and a record-breaking attendance is expected. Gas companies from all over the country will send their representatives to learn of the latest sales developments in the industrial gas field.

The course will be held in the auditorium of the Consolidated Gas Company of New York from September 19 to October 1.

The entire program of the course, which is announced below, is given to help gas companies in the development of industrial gas sales personnel. Because of the fact that the technical phase of the industrial gas business is well covered by other courses, such as those at the University of Illinois and Massachusetts Institute of Technology, the New York course will treat only the economic and sales aspects of the problem.

The speakers who are to act as lecturers and instructors are all leaders in their fields, and the small tuition fee of \$20 will be charged for the full two week's course in order to defray the expenses. Arrangements have also been made for partial attendance at \$3 a day.

A feature of the course will be a thorough course in industrial gas salesmanship by Prof. Elmer E. Ferris, profes-

sor of salesmanship at New York University, who has had considerable contact with the sales of gas for industrial purposes, and who is the author of "The Industrial Gas Salesman," a book now being published by the Association which will be available September 1. The book will be used as a text in the course.

Prof. Ferris will conduct three three-hour sessions personally and two of the afternoons will be given over to assignments for students to work out on salesmanship based on his lectures.

Reservations for attendance should be sent to Association Headquarters immediately.

The Committee on Education of Personnel is made up as follows: J. P. Leinroth, chairman, Public Service Electric & Gas Co., Newark, N. J.; G. J. Kollock, vice-chairman, Georgia Railway & Power Co., Atlanta, Ga.; W. DeFreitas, Consolidated Gas Co. of N. Y.; W. M. Hepburn, Surface Combustion Co., N. Y.; H. F. Rehfeldt, The Peoples Gas Light & Coke Co., Chicago, Ill.; A. A. Schuetz, Milwaukee Gas Light Co., Milwaukee, Wis.; R. H. Staniford, Brooklyn Union Gas Co., Brooklyn, N. Y.; W. D. Thompson, Laclede Gas Light Co., St. Louis, Mo.

The program of the course is as follows:

First Week

Monday, September 19

Registration

Welcome—Oscar H. Fogg, vice-president, Consolidated Gas Company, and vice-president of American Gas Association

Introduction—H. O. Loebell, chairman,
Industrial Gas Section
Industrial Heating Requirements—J. A.
Doyle, vice-president, W. S. Rock-
well Co.

Tuesday, September 20

Types of Industrial Organizations—
N. T. Ficker, International Business
Machine Corp., formerly Professor
of Management, New York University
Laboratory Inspection—Consolidated Gas
Co. of New York, 111th St. & 1st Ave.

Wednesday, September 21

Industrial Cost Finding Practices—N. T.
Ficker
Assignments on "Types of Industrial
Organization" and "Industrial Cost
Finding Practice"

Thursday, September 22

Industrial Plant Surveys—General—
H. W. Hayward, Director, Research
Institute, Combustion Utilities Corp.
Motion Pictures

Friday, September 23

Industrial Plant Surveys—Preliminary
Surveys—H. W. Hayward
Industrial Plant Surveys—Detailed Sur-
veys and Market Analysis—H. W.
Hayward

Saturday, September 24

Salesmanship—Elmer E. Ferris, Profes-
sor of Salesmanship, New York Uni-
versity

Second Week

Monday, September 26

Salesmanship—Elmer E. Ferris
Assignments on "Salesmanship"

Tuesday, September 27

Gas in Relation to Competitive Fuels—
W. M. Hepburn, vice-president, Sur-
face Combustion Co.
Inspection of Hunt's Point Gas Plant of
the Consolidated Gas Co. of New York

Wednesday, September 28

Salesmanship—Elmer E. Ferris
Assignments on "Salesmanship"

Thursday, September 29

Report Writing—Winward Prescott,
Professor of English, Massachusetts
Institute of Technology
Systematizing Industrial Gas Sales Work
—F. C. Mackey, vice-chairman, In-
dustrial Gas Section

Friday, September 30

Business Letters—Winward Prescott
What a Salesman Should Know About
Advertising—Frank LeRoy Blanch-
ard, Director of Public Relations De-
partment, H. L. Doherty & Co.

Saturday, October 1

Résumé—Discussion by Students—Con-
ducted by J. P. Leinroth, general in-
dustrial fuel representative, Public
Service Electric & Gas Co.

**OFFICERS OF NATURAL GAS
DEPARTMENT**

THE following are the officers of the
newly formed Natural Gas Department
of the American Gas Association.

Chairman, N. C. McGowen, Louisiana Gas
Co., Shreveport, La.

Vice-Chairman, S. W. Meals, Carnegie Nat-
ural Gas Co., Pittsburgh, Pa.

Managing Committee:

F. L. Chase,

Lone Star Gas Company, Dallas, Texas.

H. C. Cooper,

Hope Natural Gas Co., 545 Wm. Penn
Way, Pittsburgh, Pa.

Raymond Cross,

99 N. Front St., Columbus, Ohio

James H. Dye,

Pure Oil Company, P. O. Box 1209,
Charleston, W. Va.

T. B. Gregory,

President, Manufacturers Light &
Heat Co., Columbia Bank Bldg., Pitts-
burgh, Pa.

Thos. R. Weymouth,

Iroquois Gas Corp., Buffalo, N. Y.

L. K. Langdon,

Union Gas & Electric Company, 4th
and Plum Sts., Cincinnati, Ohio.

H. L. Montgomery,

The Empire Companies, Bartlesville,
Okla.

H. C. Morris,

The Dallas Gas Co., Dallas, Texas.

A. W. Robertson,

President, The Philadelphia Company,
435 Sixth Ave., Pittsburgh, Pa.

W. H. Thompson,

811 First National Bank Bldg., Colum-
bus, Ohio.

M. W. Walsh,

Louisville Gas & Electric Co., Louis-
ville, Kentucky.

COMMERCIAL SECTION

J. J. BURNS, Chairman

J. W. WEST, Jr., Secretary

G. M. KARSHNER, Vice-Chairman

Home Service Course Proves Successful

Thirty Home Service Directors Learn of Gas and Appliances at Columbia University

THE three weeks' course in gas and gas appliances offered by Teachers College, Columbia University, in cooperation with American Gas Association, closed on July 29 with a record of not one absence from laboratory work. This course was designed specifically for home service directors, to give a thorough schooling in lecture demonstrations and to impart a knowledge of gas appliances.

Dr. C. J. Lynde, head of Department of Household Engineering, and Professor of Chemistry, was in charge of the laboratory course. He was assisted by T. H. Schleuning of the Consolidated Gas Company of N. Y., and Miss Bessie Harris, who devoted her entire time to instruction in laundry equipment.

There were 46 applicants for the course, but it was necessary to limit the number to 30, because of laboratory facilities.

Dr. Lynde gave a lecture each day on household physics applicable to appliances. This was followed by two hours' work on the appliances. Each afternoon

there were lectures by outstanding men in the gas industry and other fields.

Dr. Grace McLeod of the Department of Nutrition, Teachers College, gave four practical lectures on every-day nutrition. Because new nutrition facts are being discovered almost every day, the home service directors in attendance felt that these talks were particularly helpful and would be very useful in their future food work.

A. Gordon King, service engineer, A. G. A., gave two lectures on manufacture, distribution and utilization of gas which can be used by the home service departments in work in schools.

F. D. Pemberton of The Public Service Electric and Gas Co., Newark, N. J., brought out very clearly how home service can assist in the sales of gas.

Four excellent lecture demonstrations were given by Miss Ada Bessie Swann of The Public Service Electric and Gas Company; Miss Maye Lovell, Consolidated Gas Company of New York; Mrs. Marjorie P. Wardman of The Brooklyn



Work on gas appliances at the Home Service course



Group picture of the students

Borough Gas Company, and Miss Mary Barber of Kellogg Company, Battle Creek, Michigan, formerly an instructor in foods at the college.

Miss A. Deane Dowell, home service counsellor of the American Gas Association, arranged the schedule of lectures and secured the cooperation of various manufacturers in the loan of appliances for fitting the laboratory with up-to-the-minute approved appliances for the experimental work. Without the excellent cooperation of manufacturers the success of the course would have been impossible.

This is the first time such a course has been offered to the industry, and by the large number of applicants for admission, the Association is convinced that there exists a real need for such work. Many home service directors are excellent home economics women, but are unfamiliar with gas appliances, except the stove. With thorough training, such as the course offered in every gas appliance the result should be increased sales.

The committee plans to run a similar course next year, enlarging the program to include women who are employed on the salesfloor and those doing demonstration and follow-up work on appliances.

It is interesting to note that the thirty students in attendance on the course represented more than 20 per cent of all gas meters in the United States.

Prices Set for Chapters On Scientific Progress

THE following comprehensive reviews of scientific progress affecting the gas industry, prepared by the Chemical Committee of the Technical Section, are now available at the prices quoted:

- Constitution of Coal, J. J. Morgan—\$0.25.
 - Physical and Chemical Properties of Coke in Relation to Its Manufacture and Use, A. R. Powell—\$0.30.
 - Carbonization of Coal, H. J. Rose—\$0.30.
 - Water Gas Manufacture, W. H. Fulweiler—\$0.30.
 - Complete Gasification of Coal—Use of Oxygen for Gas Making, R. S. McBride—\$0.25.
 - New Process of Interest, R. T. Haslam—\$0.25.
 - Cleaning of Combustible Gases with Cottrell Electrical Precipitation Processes, N. W. Sultz—\$0.25.
 - Tar Refining and Tar Products, J. M. Weiss—\$0.35.
 - Light Oil Recovery and Refining, E. F. Pohlmann—\$0.30.
 - Recovery of By-Products Other Than Tar, Ammonia and Light Oil, H. A. Curtis—\$0.25.
 - Gas Purification, F. W. Sperr, Jr.—\$0.30.
 - Corrosion, W. J. Huff—\$0.30.
 - Materials of Construction, J. F. Anthes—\$0.25.
 - Blending Natural and Manufactured Gas, C. J. Wright—\$0.25.
 - Recovery of Waste Heat in Gas Manufacture, E. L. Hall—\$0.25.
 - Analytical Methods and Tests, A. F. Kunberger—\$0.35.
 - Application of Physical and Physico-chemical Research to Control Measurements in Gas Manufacture, S. P. Burke—\$0.30.
- Each of the chapters has been printed in separate pamphlet form, although a limited number of bound volumes containing the 17 chapters complete are available at the price of \$1.50.

Individual Share of Annual Gas Sales is 12,281 cu.ft.

EVERY man, woman, and child in the United States would receive 12,281 cu.ft. of gas, if the total amount of manufactured and natural gas sold in 1926 were to be apportioned evenly, according to a recent report of the American Gas Association.

Manufactured gas sales totaled 459,000,000,000 cu.ft., while natural gas sales were approximately one trillion cu.ft.

The amount of gas sold in 1926 in this country would also supply every individual in the world with 825 cu.ft.

TECHNICAL SECTION

WALTER C. BECKJORD, Chairman

HARRY E. BATES, Vice-Chairman

H. W. HARTMAN, Secretary

Trenching Machine Operating Costs

By W. G. B. WOODRING

Engineer, Allentown-Bethlehem Gas Company, Allentown, Pa.

IN the early spring of last year the Allentown-Bethlehem Gas Company purchased a trenching machine. This machine was put into operation on April 20 and kept in service until December 13, at which time main laying for the year practically came to a close. With the use of the trenching machine during this period we were able to show a considerable saving over the hand labor method. This saving was particularly evident in the digging of trenches for the laying of gas mains along country roads or state highways; also in certain sections of the city and suburbs still under the process of development and where the streets have not yet been paved.

We have kept accurate data of the operating, maintenance, moving and fuel costs; also data showing the hours machine was actually in operation, hours idle due to rain, and miscellaneous hours idle due to other causes.

An analysis of this data shows that approximately 31,000 ft. of trench for the laying of 2"-, 4"-, 6"-, 8"- and 12"-mains was dug during the period April to December 1926.

The actual digging time, or hours operating, was 526 hours out of 1865 available working hours for this period, or 28.22 per cent. The balance of the time was divided between maintenance, moving and lost time, due to rain and other causes.

The total cost of digging the 31,000 ft. of trench, including the depreciation figure, which was placed at 10 cents per foot, amounted to \$4,576.39, or 14.8 cents per foot. Other items included in this cost are operating (\$429.82), maintenance (\$442.80), moving (\$137.29), cleaning

trench after digger (\$291.55), gasoline (\$175.25) and oil (\$8.28).

A comparison of costs of laying 4"-main with and without the use of the digger shows that with the digger, including the depreciation figure, we made a saving of 13 cents per foot. If we omit the depreciation figure of 10 cents per foot, the saving on the 4"-main would amount to 23 cents per foot. This saving per foot increases with the size of pipe laid. For 6"-main, including depreciation, the saving amounts to 19 cents per foot and for 12"-main 92 cents per foot.

We have found this machine very useful, particularly on short jobs, as the machine is light and it can readily be run on a trailer and hauled by truck from one job to another. If the jobs are close the machine is run under its own power at a speed of four miles per hour. Taking everything into consideration we are well pleased with the results obtained.

All labor-saving machines, of course, have their limitations and need attention, and for this reason we have found that it is best to have men in charge who understand their operation and who can keep them in first-class condition, so that they are ready for use at all times. In fact, the success or failure of many of these machines depends to a very large extent upon the type of men in charge of the operation.

Summing up, I might add that a saving, both in labor and time, can be obtained on most all of the labor-saving devices now on the market for distribution work, provided that good judgment and experience decide the kind of work, place of operation and conditions under which the machine is to be used.

American Socialism

PRINTED in fourteen languages, notice of the annual meeting of the Illinois Power Company gives a new measure to the widening distribution of stock ownership.

Along with the text in English, German, French, Greek, Jewish, Italian, Polish, Russian, Hungarian, Dutch, Finnish, Slovak, and Swedish went lines in Chinese. Not that the company knew so much about its Chinese stockholders, but just by way of making the notice complete, the message in Chinese was included. It is now on the records that those Chinese characters drew several Chinese to the meeting, power and light users all. So cosmopolitan a group of coupon clippers invites fresh application of the philosopher's belief that "interest speaks all sorts of tongues."

Efficiency in Public Relations

(Continued from page 546)

same time win the customer's respect. From respect it is a short step to confidence, and upon confidence is built interest and a healthy partisanship, which, in other words, means good public relations.

OUR NEW MEMBERS

MANUFACTURER COMPANY MEMBERS

Addressograph Co., R. M. Fellows, Gen. Sales Mgr., 901 Van Buren St., Chicago, Ill.

Pease & Corbus, F. G. Corbus, 1934 Market St., Philadelphia, Pa.

Wood Conversion Co., Allen Spafford, Factory Sup't, Cloquet, Minn.

Galusha Stove Company, L. Daugherty, Sec'y & Treas., 185 Norman St., Rochester, N. Y.

The Superior Sheet Steel Co., Harry G. Bow, Mgr. Spec. Dept., Canton, Ohio.

McLaughlin Sheet Metal Works, W. J. McLaughlin, Mgr., 1912-14 Eye St., Sacramento, Calif.

Universal Smokeless Boiler Co., Geo. W. Franzheim, Pres., Ravenna, Ohio.

ASSOCIATE COMPANY MEMBERS

New York Journal of Commerce, Jules Bogen, Editor, 32 Broadway, New York, N. Y.

ACTIVE MEMBERS

Gruehn, H. L., United Gas Improvement Co., Broad & Arch Sts., Philadelphia, Pa.

Putnam, Wm. Pitt, The Detroit Testing Laboratory, 554 Bagley Ave., Detroit, Mich.

Eaton, C. J., Middle West Utilities Co., 72 West Adams St., Chicago, Ill.

Collins, Charles Russell, 606 Lowman Building, Seattle, Wash.

Kline, Clark E., Dayton Power & Light Co., Dayton, O.

Whittington, William H., Dayton Power & Light Co., 205 E. First St., Dayton, O.

Clock, Dorothy G., Luzerne County Gas & Electric Co., Hazelton, Pa.

Williams, J. M., Williams Radiator Co., 1864 W. Washington St., Los Angeles, Calif.

Scholfield, Cecil, Dayton Power & Light Co., 205 E. First St., Dayton, O.

"Industrial Gas Salesman"

(Continued from page 534)

industrial gas—and at the same time imparts the foundation of salesmanship. These exact principles of selling can be found in other sources but in no other place are they woven into the activities of the industrial fuel salesman as in this text.

These chapters, if properly put into use, can certainly be of much value to those men who are now engaged in selling gas to industries. They will be of untold value to the young man who has elected to enter the field and who has prepared himself with a technical background. In them he will find an answer to the problems which occur in his daily work.

Chapter IX has been devoted to the "affirmative mental attitude." The author says "we do not think it an exaggeration to say that it is one of the most important principles of selling." It is one of the most important principles in selling industrial gas and will be recognized as such by everyone in the sales organization if he will only take time to find out why one man is more successful than another.

The real problem of the Industrial Gas Section of the American Gas Association is to promote the use of gas for industrial purposes. If so, then it must be accomplished by backing the technical data which is collected with sound and energetic sales methods. In this book "The Industrial Gas Salesman" the members of the section will find a foundation upon which they can build the success of their industrial gas sales.

NATURAL GAS DEPARTMENT

N. C. MCGOWEN, Chairman

S. W. MEALS, Vice-Chairman

Public Relations Is More Than Skin Deep

Like All Good Things, Public Confidence Can Only
Be Secured by Real, Hard Work

By R. S. MCBETH

Oklahoma Natural Gas Corp., Tulsa, Oklahoma

"Public sentiment is everything. With public sentiment, nothing can fail; without it, nothing can succeed. Consequently, he who moulds public sentiment goes deeper than he who enacts statutes or pronounces decisions."—Abraham Lincoln.

MEN and women, whether consciously or unconsciously, are moulders of public sentiment. There is no group of individuals in a public utility organization that has more contacts with consumers than those who are in the meter department. In the case of a gas company those contacts go even farther, for they include the gas producers from whose wells come the gas which takes care of the fuel needs of the consumers.

Public sentiment is the combined attitude of the individuals of a community, or of a state or a nation. The regard, or lack of regard, in which your company is held depends upon what the majority of individual consumers think of the company.

How do individual consumers happen to form favorable or unfavorable opinions of an organization? In a vast majority of cases it is as a result of their contacts with individual employees of that organization. If an individual member of an organization is discourteous or careless toward a consumer, then, in the mind of that consumer, the company is discourteous, careless and has little regard for the consumer—except to get his money.

So, just as public sentiment consists of an accumulation of individual sentiments, the company's attitude is reflected

FROM all quarters there has been received the warmest approval and commendation of the amalgamation of the two gas associations. Confidence is universally expressed that the coordinated effort will be for the good of the entire industry and all its members.

The officers and members of the Managing Committee of the Natural Gas Department have shown a thoroughly cooperative spirit and are preparing to do their utmost for united advance along every line.

News concerning the Natural Gas Department will be published regularly under this heading, in addition to the material appearing in "Natural Gas," the publication of which will be continued.

by the individual acts and attitudes of its employees.

To the man or woman with whom you come in contact, *you are the company*, because it is through you that the consumer forms his or her opinion of the company.

Courtesy and consideration for others, a spirit of friendliness, are the most natural things in the world. Nor is there anything to which an individual reacts so favorably as to these qualities.

This public relations business is merely the business of being human. The public—or human—relations department of the company does not consist of just one or two individuals who happen to be known as the public relations department. It must consist of every man and woman in the entire organization. The only difference between me, as head of a public relations department, and you, as members of the meter department, is that I happen to be devoting a majority of my

Read at recent Short Meter Course, Okla. Utilities Ass'n, by G. A. Davis, Oklahoma City Gas & Elec. Co.

time and thought to the vital problem of public relations, while, by the very nature of your employment, your first consideration is the meter end of the business. But you must, if your company is to grow in the favor of the public, constantly keep in mind the idea of making a favorable impression upon those persons with whom you come in contact. Your company, through you, is being weighed in the balance.

I can tell the consumers in advertisements and in talks how the interests of the consumers are our interests; how meters are the most accurate measuring devices in existence; how we would much rather they learn to use gas more efficiently and thereby lower their fuel bills; and a hundred and one other things intended to give them confidence in us—I can do that until I am blue in the face, and if the meter readers haven't the same idea, they can knock over the apple cart a lot quicker than I can pick the apples. So the public relations job isn't a one-man job, or a two-man job—it is everybody's job.

Neatness, courtesy and consideration are the things. A meter reader or a field meter man is not to be expected to dress as well as the president of the company, but their clothing can be neat and clean. You can form the habit of shaving every morning. You can keep your shoes clean and not track up a freshly mopped back porch or kitchen floor. You can show a consumer how to read his or her meter if they show an interest in it. There is no secret about a meter, nothing mysterious about it. Some companies distribute among their consumers cards on which the consumers may check the meter readings.

You should also know something more about the business than merely the meter end of it. Then you can discuss the problems of your company intelligently with persons who show an interest in them. And while you are learning something about the business outside of your particular line, you are broadening your

field of opportunity with the company. It helps everybody concerned, the consumer, the company and you.

It has been said, and correctly so, that the public is fair minded if rightly informed. If we do not give them the information about ourselves, they will continue either uninformed or misinformed. It is up to the members of every utility organization to aid in putting the utility business upon a footing of frankness with its consumers. The utility business is a clean and open business. It has nothing to conceal. It is taking into the home of the nation a service that in a generation has eliminated a host of back-breaking tasks.

When these various utility services first were introduced, the consumers, released from the old labors and inconveniences, were thrilled with gratitude. Then, as the newness wore off, these things came to be taken as a matter of course. Unfortunately many persons now think of their utility services only when they have to pay their bills or when something goes wrong.

It is much like the experience of a young newspaper reporter who once asked me whether I thought he was making good. I inquired whether his work had been criticised by his superiors. He replied that it had not, neither had he been informed that any particular piece of work had been satisfactory. The deduction which I gave him was that good work was taken for granted—that if he had not been making good, he certainly would have heard from the higher-ups. How much better it would have been if this young man had been given just a word of encouragement now and then!

It is the same with the utility business. We like a word of encouragement now and then. And in order to get that word of encouragement we need as individuals to so conduct ourselves that it will impress upon consumers the fact that we are providing them with a really good service—that we are constantly endeavoring to please them.

Associations Affiliated with A. G. A.

K. R. Boyes, Secretary

Canadian Gas Association

Pres.—P. V. Byrnes, United Gas & Fuel Co., Hamilton, Ont.
Sec.-Tr.—G. W. Allen, 7 Astley Avenue, Toronto.
Conv., Hamilton, Ont., 1928.

Empire State Gas and Electric Association

Pres.—H. M. Brundage, Consolidated Gas Co. of New York, New York, N. Y.
Chairman Gas Section—J. E. Cooper, Utica Gas & Electric Co., Utica, N. Y.
Sec.—C. H. B. Chapin, Grand Central Terminal, New York, N. Y.
Conv., Lake Placid Club, Lake Placid, N. Y., Oct. 6 & 7, 1927.

Illinois Gas Association

Pres.—P. D. Warren, The Peoples Gas Light & Coke Co., Chicago, Ill.
Sec.-Tr.—R. V. Prather, 305 Illinois Mine Workers Bldg., Springfield, Ill.
Conv., 1928.

Indiana Gas Association

Pres.—I. C. Shepard, Southern Indiana Gas & Elec. Co., Evansville, Ind.
Sec.-Tr.—F. B. Tracy, Central Indiana Gas Co., Muncie, Ind.
Conv., 1928.

Michigan Gas Association

Pres.—F. W. Steere, Semet-Solvay Co., New York, N. Y.
Sec.-Tr.—A. G. Schroeder, Grand Rapids Gas Light Co., Grand Rapids, Mich.
Conv., 1928.

Mid West Gas Association

Pres.—C. A. Nash, United Light & Railway Co., Davenport, Iowa.
Sec.-Tr.—A. W. Schmidt, Des Moines Gas Co., Des Moines, Iowa.
Conv., 1928.

Missouri Association of Public Utilities

Pres.—W. H. Henby, St. Louis County Water Co., St. Louis, Mo.
Sec.-Tr.—F. D. Beardslee, 315 N. 12th St., St. Louis, Mo.
Conv., 1928.

New England Gas Association

Pres.—William Gould, Gas and Electric Improvement Co., Boston, Mass.
Secretary—E. A. Taylor, 100 Weybosset St., Providence, R. I.
Chairman Operating Div.—A. H. Scott, New Britain Gas Light Co., New Britain, Conn.
Secretary Operating Div.—F. E. Drake, Lynn Gas & Electric Co., Lynn, Mass.

Pres. Sales Div.—M. B. Webber, Marlboro-Hudson Gas Co., Boston, Mass.
Sec.-Tr.—Sales Div.—J. H. Sumner, 719 Massachusetts Ave., Cambridge, Mass.
Pres. Industrial Div.—E. W. Berchtold, Boston Con. Gas Co., Boston, Mass.
Sec.-Tr. Industrial Div.—L. E. Wagner, Providence Gas Co., Providence, R. I.
Chairman Acctg. Div.—W. A. Doering, Boston Con. Gas Co., Boston, Mass.
Sec.-Treas. Acctg. Div.—Otto Price, Boston Con. Gas Co., Boston, Mass.
Conv., 1928.

New Jersey Gas Association

Pres.—J. L. Conover, Public Service Electric & Gas Co., Newark, N. J.
Sec.-Tr.—Louis Stoecker, Public Service Electric & Gas Co., Newark, N. J.
Conv., 1928.

Oklahoma Utilities Association

Pres.—E. R. Ernberger, Southwestern Light & Power Co., Oklahoma City, Okla.
Mgr.—E. F. McKay, Oklahoma City, Okla.
Conv., second week March, 1928.

Pacific Coast Gas Association

Pres.—W. S. Yard, Pacific Gas & Electric Co., San Francisco, Calif.
Exec. Sec.—Clifford Johnstone, 447 Sutter St., San Francisco, Calif.
Conv., Santa Cruz, Calif., Sept. 12-16, 1927.

Pennsylvania Gas Association

Pres.—J. A. Weiser, Peoples Light Co., Pittston, Pa.
Sec.-Tr.—Geo. L. Cullen, Harrisburg Gas Co., Harrisburg, Pa.
Conv., 1928.

Southern Gas Association

Pres.—P. S. Arkwright, Georgia Railway & Power Co., Atlanta, Ga.
Sec.-Tr.—J. P. Connolly, 141 Meeting St., Charleston, S. C.
Conv., 1928.

Southwestern Public Service Association

Pres.—M. T. Walker, Southwestern G & E Co., Shreveport, La.
Chairman Gas Section—C. M. Thompson, Texas Power & Light Co., Waco, Texas.
Sec.—E. N. Willis, 403 Slaughter Bldg., Dallas, Texas.
Conv., 1928.

Wisconsin Utilities Association

Pres.—John St. John, Madison Gas & Electric Co., Madison, Wis.
Exec.-Sec.—J. N. Cadby, 445 Washington Bldg., Madison, Wis.
Conv., 1928.

Eastern States Gas Conference

Pres.—H. H. Newman, Public Service Electric & Gas Co., Trenton, N. J.

Sec.-Tr.—J. C. Smith, Consumers Gas Co., Reading, Pa.
Conv., 1928.

Geographic Divisions

Ninth Annual Convention of the American Gas Association
Chicago, Ill. Stevens Hotel Oct. 10-14, 1927

Employment Bureau

(Address All Communications to Key Number)

SERVICES REQUIRED

WANTED by large gas company in middle west, salesman for industrial gas appliances. Address A. G. A.

Key No. 073.

SALESMEN—Large Public Utility Company operating in Central New York and many other states desires to employ several securities salesmen to sell company securities. Excellent opportunity. State salary, age, experience, married or single. Address A. G. A.

Key No. 080.

SALESMAN—Chiefly for gas-fired steam radiators, also other gas appliances to work in New York City. One acquainted with plumbing and heating trade preferred. Salary and commission basis. Address A. G. A.

Key No. 094.

DIVIDEND DEPT. SUPERVISOR—Large public utility system with principal accounting offices located in New York State (outside New York City) requires the services of man capable of assuming supervision of Dividend Paying Department for approximately 50,000 holders and growing rapidly. Accounting experience desirable; knowledge of dividend work necessary. State age, experience, religion, present employer and salary expected. Information will be considered strictly confidential. Address A. G. A.

Key No. 0104.

PUBLIC UTILITY ACCOUNTANT—A splendid opportunity for several men under 35 is available in Accounting Department of large public utility system whose principal accounting office is in New York State. Applicant must have accounting education as well as familiarity with modern public utility accounting methods. Position is in newly created unit to engage in revision of present and planning of new accounting methods throughout system. State age, experience, religion, nationality, present employer and salary expected. Information to be considered strictly confidential. Address A. G. A.

Key No. 0105.

WANTED—Sales Representatives for industrial gas appliances and burners by manufacturer of trade name line. Commission. Have openings in Chicago, St. Louis and a few other industrial centres. Address A. G. A.

Key No. 0106.

SALESMEN—Well-known manufacturer of water heaters is in need of local representatives in several cities. The type of man wanted should be about 30 to 35 years of age, well educated, healthy, good business experience including direction of other employees. Reply, giving full qualifications, present connection and salary. Treated in confidence. Inclose photo if available. Address A. G. A.

Key No. 0107.

AGENTS WANTED to sell some of the latest type quick-acting thermostats to Gas Companies and Plumbers; also to act as manufacturers' agents. State commission required, present occupation, personal and bank references. Address A. G. A.

Key No. 0108.

SERVICES OFFERED

AGGRESSIVE COMMERCIAL MANAGER—34 years of age, available October or November. Thoroughly familiar, Industrial, Commercial and Domestic Sales Promotion. Address A. G. A.

Key No. 220.

ACCOUNTANT and Office Manager with wide experience in management, purchasing and all office details. Address A. G. A.

Key No. 223.

POSITION wanted as Superintendent of small gas company or as General Foreman of large plant. Approximately seventeen years' experience in all branches of manufacture and distribution, high and low pressure systems. Address A. G. A.

Key No. 224.

POSITION as manager of small gas or combination gas and electric property or as commercial manager of a larger property by a man thoroughly reliable with wide experience and a record for producing results. Address A. G. A.

Key No. 225.

CHEMICAL ENGINEER—with 7 years' experience in the testing and developing of different classes of gas appliances also familiar with the testing and utilization of natural gas and manufacturing gas—A-1 references. Address A. G. A.

Key No. 227.

YOUNG ENGINEER—22 years of age, unmarried, with no objection to any part of the country wishes a position as Industrial Engineer in the Gas Industry. Has a knowledge of applications of heat and how to compute requirements. Employed at present as Assistant Industrial Engineer. Address A. G. A.

Key No. 228.

A GRADUATE of California University desires a position as Private Secretary and Stenographer, has considerable experience in Utility work and can give satisfactory references. Address A. G. A.

Key No. 229.

COMMERCIAL OR SALES DEPARTMENT MANAGER—15 years' experience in new business department and appliance sales activities and management, with gas and electric companies. Three years purchasing department manager. Technical University graduate. Desires connection with large company as commercial or merchandising manager, or to supervise commercial activities for a group of properties. Service available on short notice. References include present employer. Address A. G. A.

Key No. 230.

POSITION—Sales Department with manufacturer of gas appliances or gas company. Experience includes executive training. Would prefer position in the East. References. Address A. G. A.

Key No. 231.

EXECUTIVE—Unusually broad training and experience operating and managing utilities—gas, electric, water, ice; directing new business activities, commercial and public relations; cost analysis; rate designing; investigation, purchase and sale of properties, etc. Location immaterial. Present address, New York. Address A. G. A.

Key No. 232.

WANTED—Position by young woman, B.S. in Chemistry as technologist, in library or in home service department. Nine Years' experience. Address A. G. A.

Key No. 235.

COMMERCIAL OR SALES MANAGER with fine record of achievement, available for northern location near future. Responsible for one of the outstanding gas properties of 1926. Capable organization and operation of complete commercial department including sales, advertising and publicity and public relations. Vitrally interested in heating and refrigeration load. Contract on salary and commission basis. Southern climate unsuitable reason for change. Address A. G. A.

Key No. 236.

ACCOUNTANT, AUDITOR, COMPTROLLER 8 years' experience with large Utility Organizations, in all phases of modern accounting, audits, financial management and budget systems. Christian, 42, married. Available immediately. Salary reasonable. Address A. G. A.

Key No. 237.

MANAGER—Small gas company in Eastern States rapidly expanding its business—water gas production—high pressure distribution only. Type of man wanted is 30 to 40 years old, good education and experience in the business including direction of other employees. Reply, giving full qualifications, present employment, and compensation. Send photograph if available. All applications will be treated in full confidence if desired.

Key No. 238.

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